Design

Des. (A)

**THEO. A. KOCHS Company**

*Presents the Finest in Furniture & Equipment*

**FOR THE MODERN BARBER SHOP**

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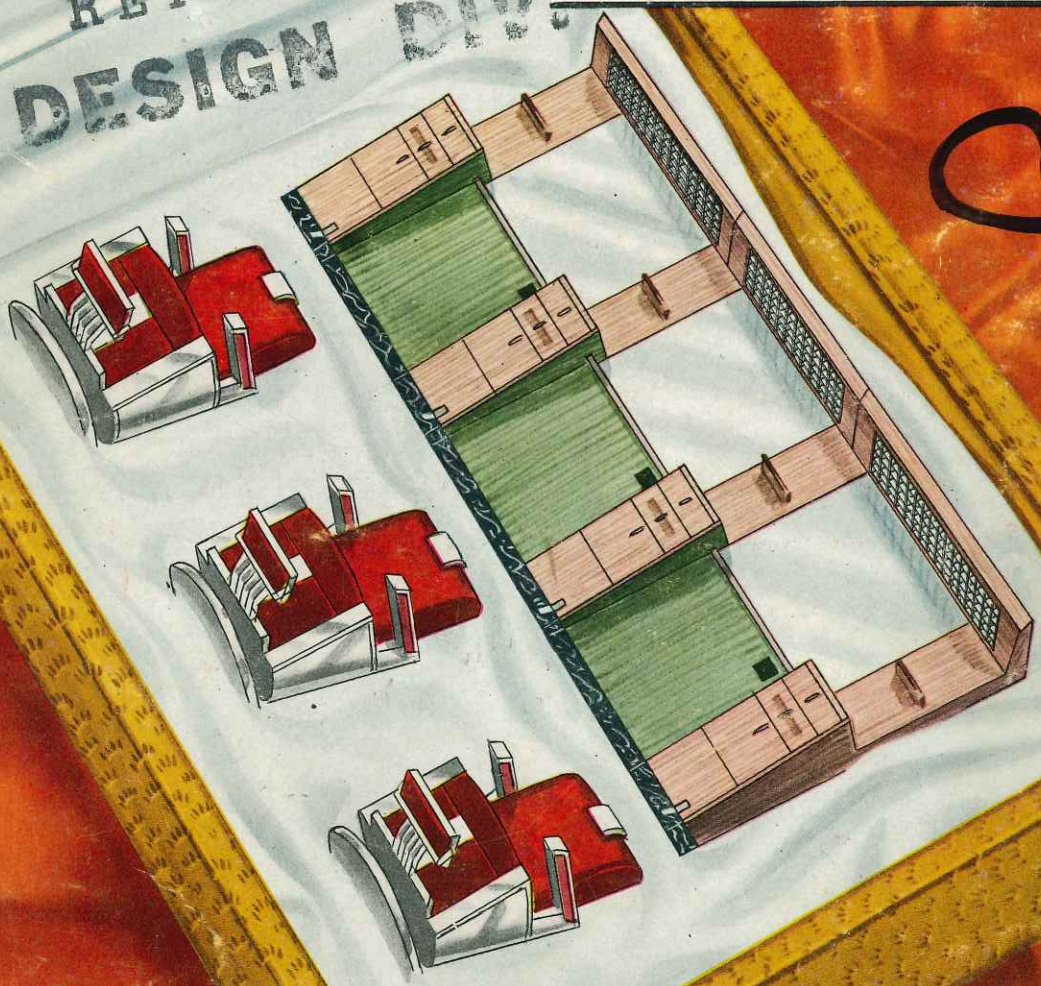

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TT
979
K76
No. 77
Catalog

THEO. A. KOCHS COMPANY
N. WELLS- HILL-ELM ST. • CHICAGO 10, ILL.
300 MESEROLE ST. • BROOKLYN 6, N.Y.

# NEW Super STATESMAN Chairs Feature Luxurious Custom Tuffted Cushions and Tri-Tone Colors!

**Kochs** introduces their latest concept of luxury and color trend in Barber Chairs to awaken the beauty of today's modern shops. In fashioning the "STATESMAN" were incorporated more solid comfort . . . more distinctive design than was ever attained. Note how handsomely we have color harmonized the skirt, seat and back The two-tone effect of the skirt is further enhanced by a highly polished chrome divider band. To fully achieve a clublike look in this chair, we've custom tufted the major portions of the seat and back. For complete distinction we have styled this chair with stainless steel arm. By referring to pages 4 and 5 you will get the complete story on the mechanical operating perfections of this finest of all barber chairs.

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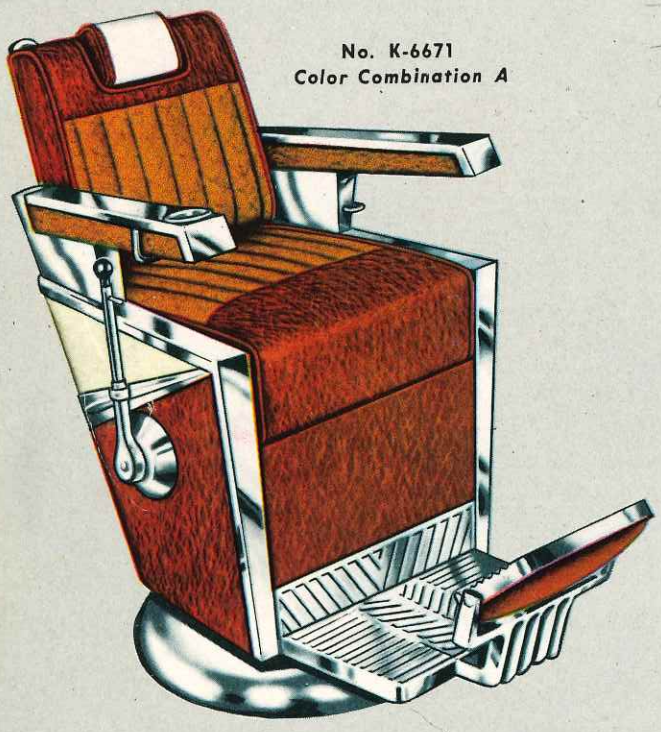
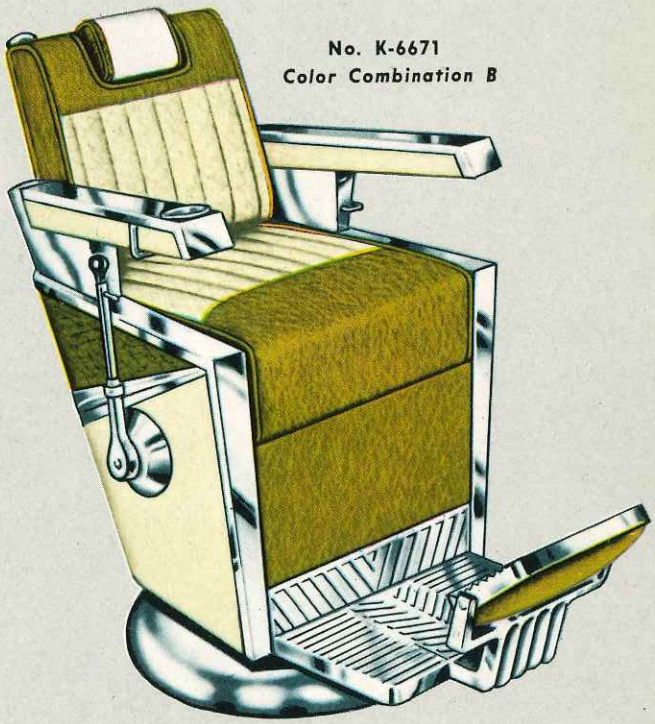
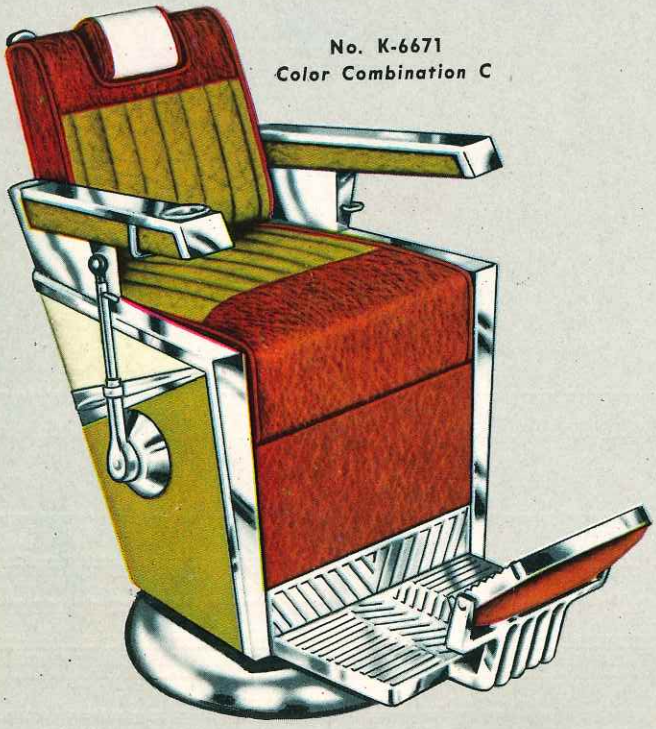


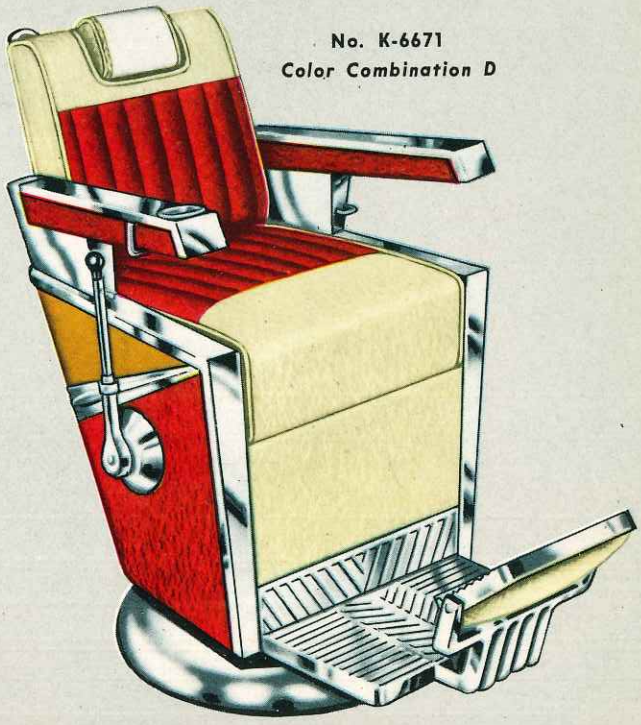
**No. K-6671**
***Color Combination A***



**No. K-6671**
***Color Combination B***



**No. K-6671**
***Color Combination C***

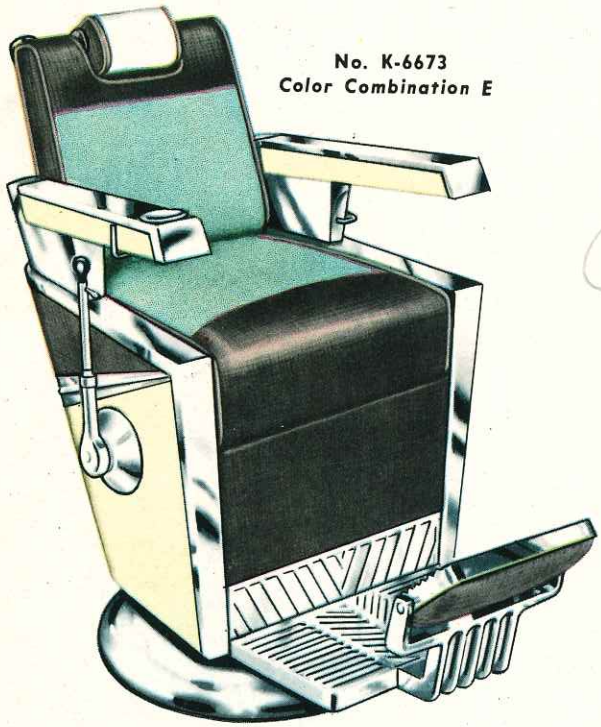


**No. K-6671**
***Color Combination D***

# Tri-Tone Colors Introduced In Newly Designed STATESMAN Barber Chair by Kochs

Des. Div. A

Color . . . Color . . . And More Color! The definite trend for the Barber Shop of today. Here's the most daring step forward of our times in chair styling . . . utterly different in concept and sparkling with breathtaking originality. These picturesque beauties when installed in your shop will bring an air of elegance never before achieved. Specially planned to fit the decor of your shop, these Statesman chairs have been smartly fashioned with a two-tone skirt which is attractively divided by a band of highly polished chrome. The seat and back two-tone combination gives a most striking and luxurious appearance to the entire chair. To round out this elegant picture we have added stainless steel arm tops to this chair. By referring to pages 4 and 5 you will get the complete story on the mechanical operating perfections of this finest of all barber chairs.



**No. K-6673**
***Color Combination E***

**No. K-6673**
***Color Combination F***

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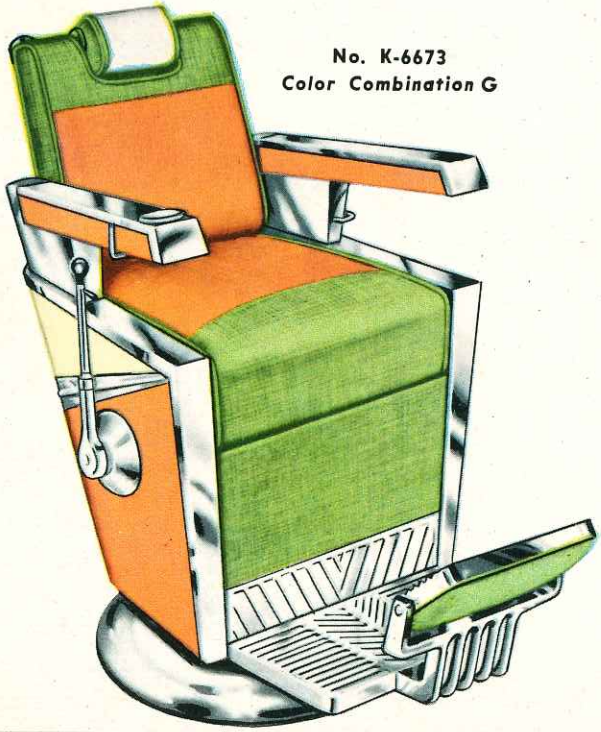


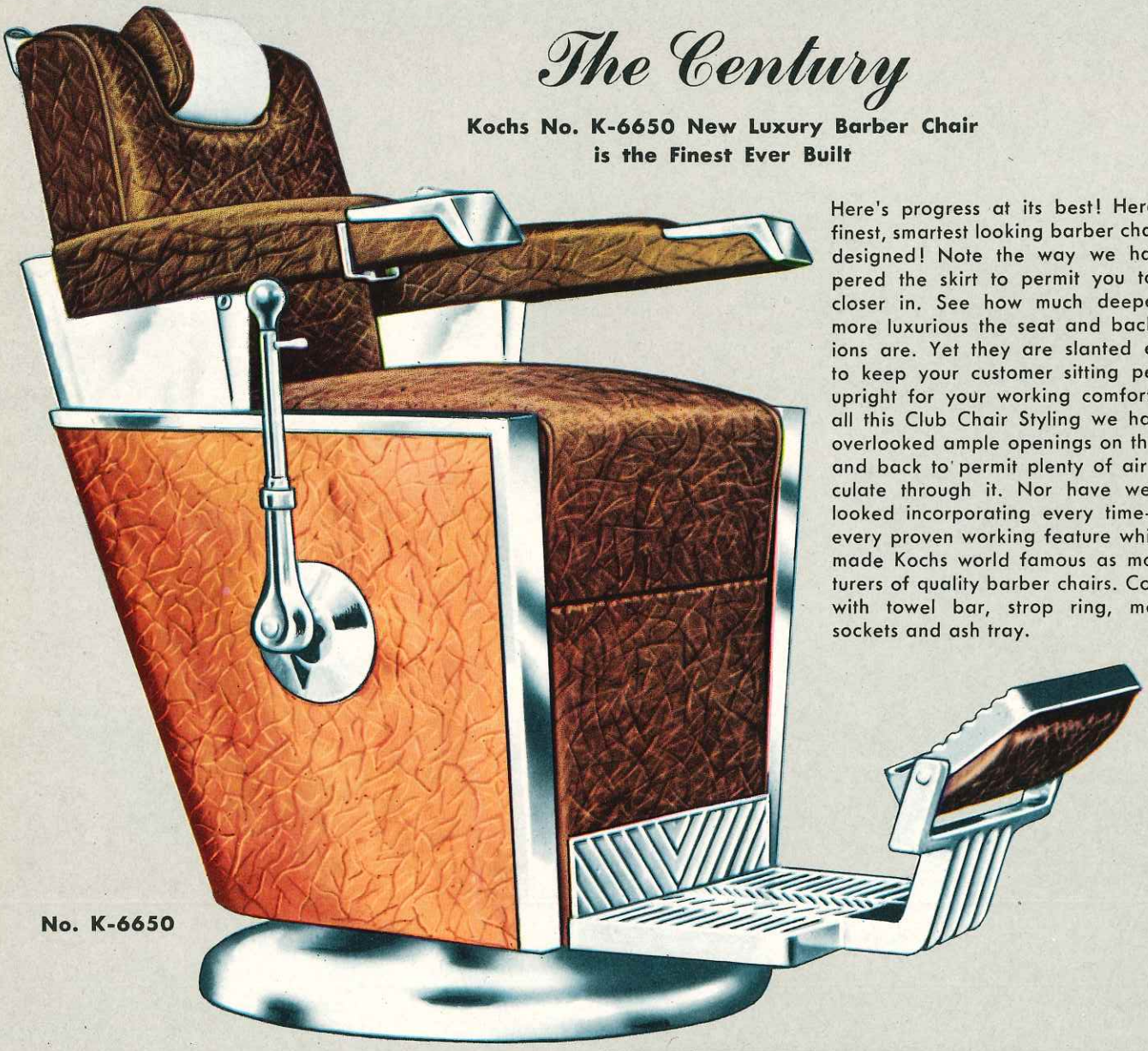
**No. K-6673**
***Color Combination G***

**No. K-6673**
***Color Combination H***

# Choose America's No. 1 Barber Chair!

## *The Century*

**Kochs No. K-6650 New Luxury Barber Chair is the Finest Ever Built**

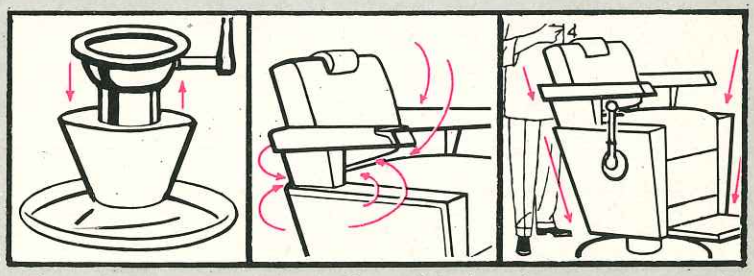


No. K-6650

Here's progress at its best! Here's the finest, smartest looking barber chair ever designed! Note the way we have tapered the skirt to permit you to work closer in. See how much deeper and more luxurious the seat and back cushions are. Yet they are slanted enough to keep your customer sitting perfectly upright for your working comfort. With all this Club Chair Styling we have not overlooked ample openings on the sides and back to permit plenty of air to circulate through it. Nor have we overlooked incorporating every time-tested, every proven working feature which has made Kochs world famous as manufacturers of quality barber chairs. Complete with towel bar, strop ring, manicure sockets and ash tray.

The entire chair is luxuriously upholstered in colorful vinyl plastic or genuine leather. Note the unusual treatment of a contrasting material which is used to accentuate the design of the tapered skirt. And to give the chair an everlasting new look appearance, all exposed trimmings are finished in shimmering chrome plate. Yes! From every angle its modern design and quality workmanship give an appearance of luxury and elegance as was ever built into any barber chair.

## Feature for Feature You Can't Buy



The world's finest engineered, time-tested Hy-lo-draulic mechanism gives you the smoothest operation in every position. Built to outlast the life of the chair.

Open sides and back let air circulate around your customer. Keeps him cool and comfortable at all times. Simplifies your chore of keeping chair clean.

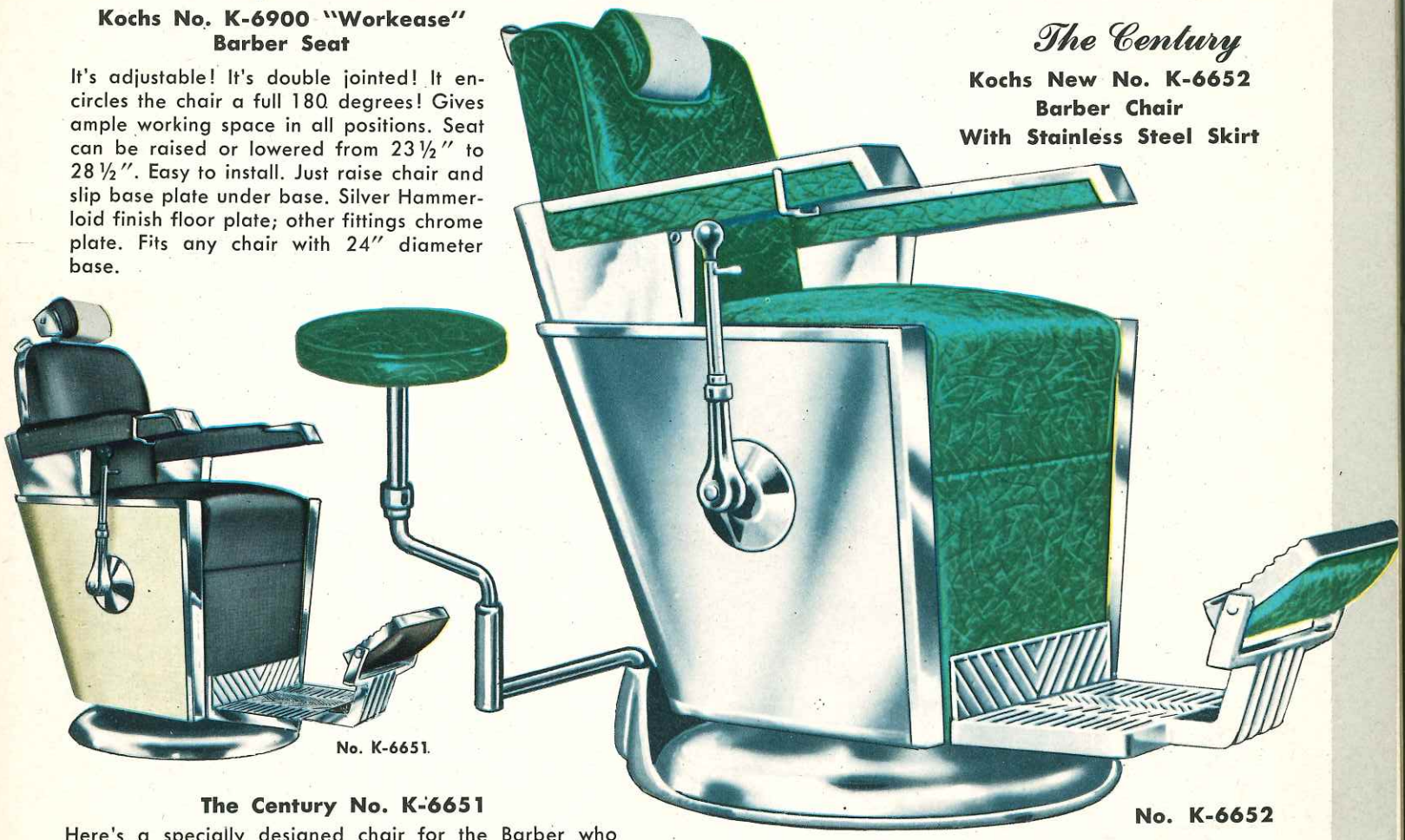
Smart new tapered and rounded skirt permits you to stand in close — no stretching — no reaching. You work in a pleasant, comfortable position.

# Here are the Newest in Luxury Barber Chairs!

**Kochs No. K-6900 "Workease" Barber Seat**

It's adjustable! It's double jointed! It encircles the chair a full 180 degrees! Gives ample working space in all positions. Seat can be raised or lowered from 23½" to 28½". Easy to install. Just raise chair and slip base plate under base. Silver Hammerloid finish floor plate; other fittings chrome plate. Fits any chair with 24" diameter base.

*The Century*
**Kochs New No. K-6652 Barber Chair With Stainless Steel Skirt**



No. K-6651.

**The Century No. K-6651**

Here's a specially designed chair for the Barber who prefers the feature of a chrome plated band around the back of the chair, plus a hand hold to use in reclining the chair. Featured here, too, is Kochs time-tested Hy-lo-draulic mechanism with "finger tip control" for lowering, raising and revolving the chair. Luxuriously upholstered in contrasting vinyl plastic or genuine leather. Chair comes complete with strop ring, towel bar, manicure sockets and built-in ash tray. The base is finished in highly polished chrome plate.

**No. K-6652**

It's new! It's different! It's smart looking! The entire skirt of this Barber Chair is finished in shimmering satin smooth stainless steel. What's more, the skirt is tapered to permit you to work closer in. And look how the highly polished chrome plate bands around the top and side give additional beauty to the entire chair. The arms are made of the finest quality stainless steel. All other exposed castings are chrome plated too. What's more, your customer will enjoy the seating comfort of the spring filled, sponge rubber cushions which are covered in your choice of colorful vinyl plastic or genuine leather. As for giving years of trouble-free service, you get Kochs famous Hy-lo-draulic mechanism with the Finger Tip Control for lowering, raising and revolving the chair. Completely equipped with towel bar, strop ring, manicure sockets and ash tray.

## a Better, More Economical Chair!

**Sturdy, broad platform, combined with a specially designed sturdy single arm footrest makes it easier for your customer to get in and out of chair.**

**Your shaving job is made much easier with this carefully engineered chair. Keeps your customer in proper position at all times. He's more comfortable too.**

**Automobile type construction is used in seat and back cushions for customer comfort. Notice they're slanted to keep customer sitting upright for working convenience.**

KOCHS *Fashioned Futures*

# Kochs Barber Chairs Excel in Quality!

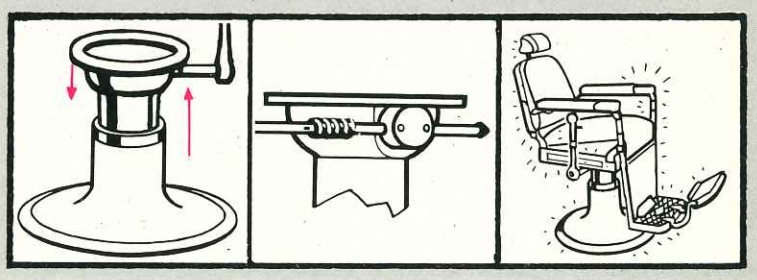
K-2548

## It's a Standout! K-2548 Barber Chair

Here's a ruggedly built chair that will give you years of faithful service. Sturdy cast iron back frame is porcelain enameled. Smooth design base is also finished in genuine "Fired On" porcelain enamel. All other exposed metal castings are brightly chrome plated for a lifetime of handsome appearance. And for operating ease it features Kochs famous time-tested Hy-lo-draulic mechanism with "Finger Tip" control for all positions.

## Here Are The Quality Features

For customer comfort this chair features softly padded spring constructed upholstery. The slanted seat and back keep him sitting upright for his comfort and your working ease. Luxuriously upholstered in vinyl plastic or genuine leather. Well padded arms with metal arm tips for longer wear, comfort and beauty. Completely equipped with towel bar, strop ring, manicure sockets, and fully adjustable spring cushion headrest.

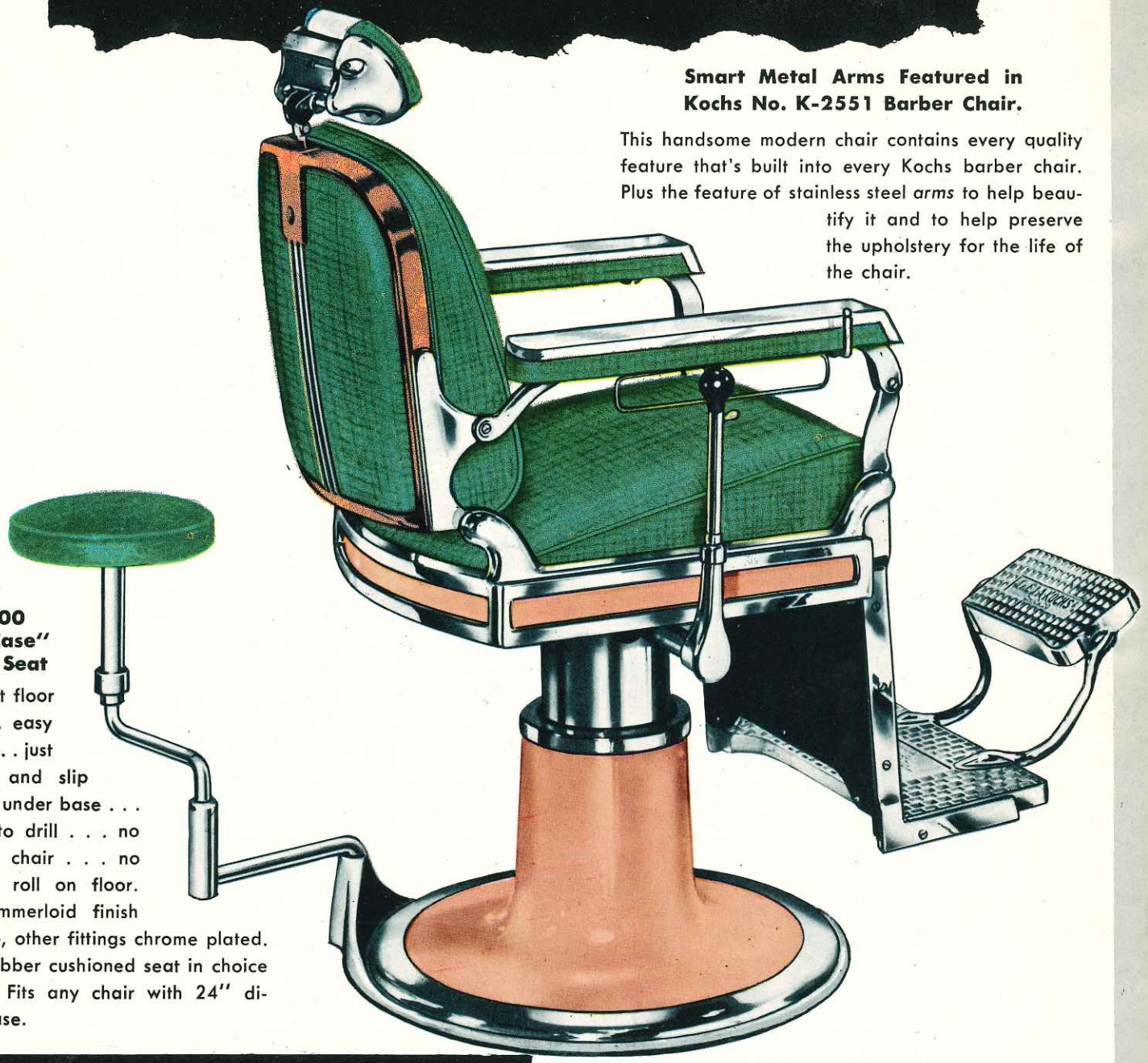


**The world's finest engineered, time-tested Hy-lo-draulic mechanism gives you the smoothest operation in every position. Built to outlast the life of the chair.**

**No Bumps or Jars! Scientifically engineered spring bumper absorbs shock, permits change of chair, from reclining to upright position smoothly, effortlessly.**

**Finest quality shimmering chrome plating on base rim, footrest, platform, and other exposed metal castings will last longer—stay handsome looking longer.**

# Chairs To Give You A Lifetime of Service!



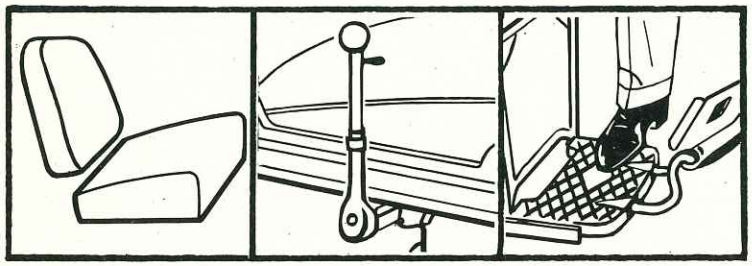
**Smart Metal Arms Featured in Kochs No. K-2551 Barber Chair.**

This handsome modern chair contains every quality feature that's built into every Kochs barber chair. Plus the feature of stainless steel *arms* to help beautify it and to help preserve the upholstery for the life of the chair.

**No. 6900 "Work-Ease" Barber's Seat**

Heavy cast floor plate . . . easy to install . . . just tilt chair and slip baseplate under base . . . no holes to drill . . . no bolting to chair . . . no wheels to roll on floor. Silver Hammerloid finish floor plate, other fittings chrome plated. Sponge rubber cushioned seat in choice of colors. Fits any chair with 24" diameter base.

## Built Into These Chairs!



Automobile type construction is used in seat and back cushions for customer comfort. Notice they're slanted to keep customer sitting upright for your working convenience.

Exclusive "Finger-Tip Control" handle is perfectly engineered to operate chair effortlessly in any desired position.

Broad sturdy platform. Two footrest arms — for greater strength — are used to attach the footrest.

When you invest in a Kochs barber chair you know that the time-tested Hy-lo-draulic mechanism will give you a lifetime of trouble-free service. You know that the upholstery of vinyl plastic or genuine leather is of the finest quality. You know that all exposed castings are quality chrome plate . . . that the base and back frame are finished in "Fired On" porcelain enamel. Fully equipped with towel bar, strop ring, manicure socket and fully adjustable spring cushion headrest.

KOCHS *Fashioned Futures*

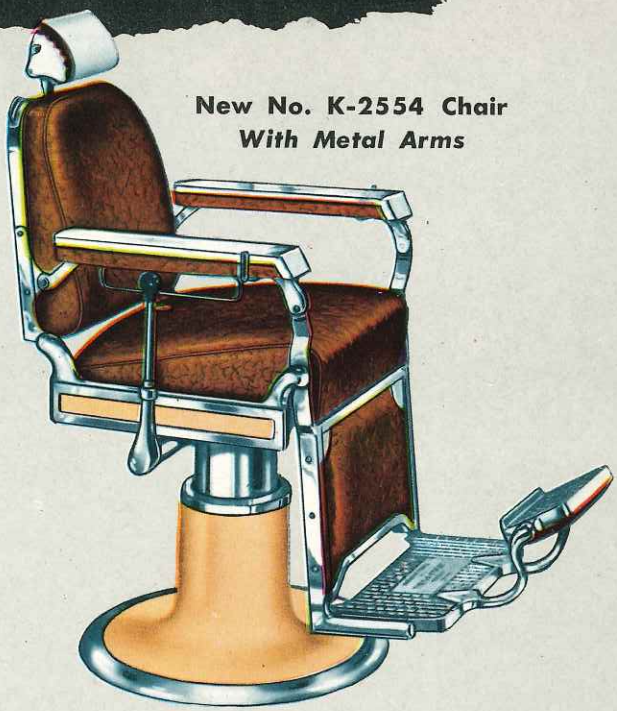
# You Can't Beat These Chairs for Service!

***Kochs Moderately Priced***
**No. K-2553 Barber Chair**

From the bottom chrome plated rim to the top of the cushioned head rest this chair has quality built in that defies comparison. Only Kochs time-tested Hy-lo-draulic mechanism with its "Finger Tip" control provides you with easy operation of the chair in all positions for the life of the chair.

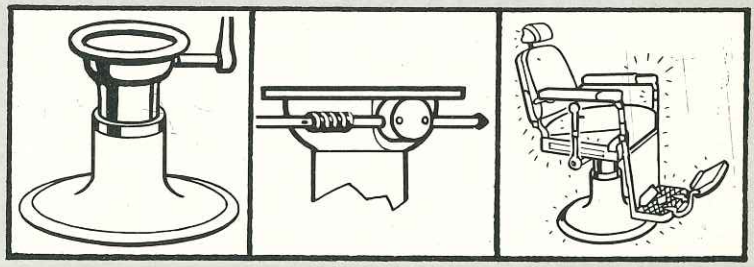
The luxurious cushions and quality upholstery in vinyl plastic or genuine leather will give you many years' wear. The slanted back and seat keep your customer sitting comfortably straight, making your work much easier. Chair features a chrome plated metal band around back and a convenient hand hold to use in reclining chair which prevents wear on upholstery. Smart, smooth base design is porcelain enameled to make it easy to keep clean. Completely equipped with towel bar, strop ring, manicure sockets and one way adjustable spring cushion headrest.

**New No. K-2554 Chair**
***With Metal Arms***



More handsome from every 'angle is this chair which we have designed with stainless steel Arms. With this feature you will never have the worry of the upholstery ever wearing out on top of the arms, will always remain smart and new looking. This barber chair has every quality feature of our chair No. K-2553.

## Here are Just 6 of the Many Features



**The world's finest engineered, time-tested Hy-lo-draulic mechanism gives you the smoothest operation in every position. Built to outlast the life of the chair.**

**No Bumps or Jars! Scientifically engineered spring bumper absorbs shock, permits change of chair, from reclining to upright position smoothly, effortlessly.**

**Finest quality shimmering chrome plating on base rim, footrest, platform, and other exposed metal castings will last longer—stay handsome looking longer.**

# Invest With Confidence in These Barber Chairs!

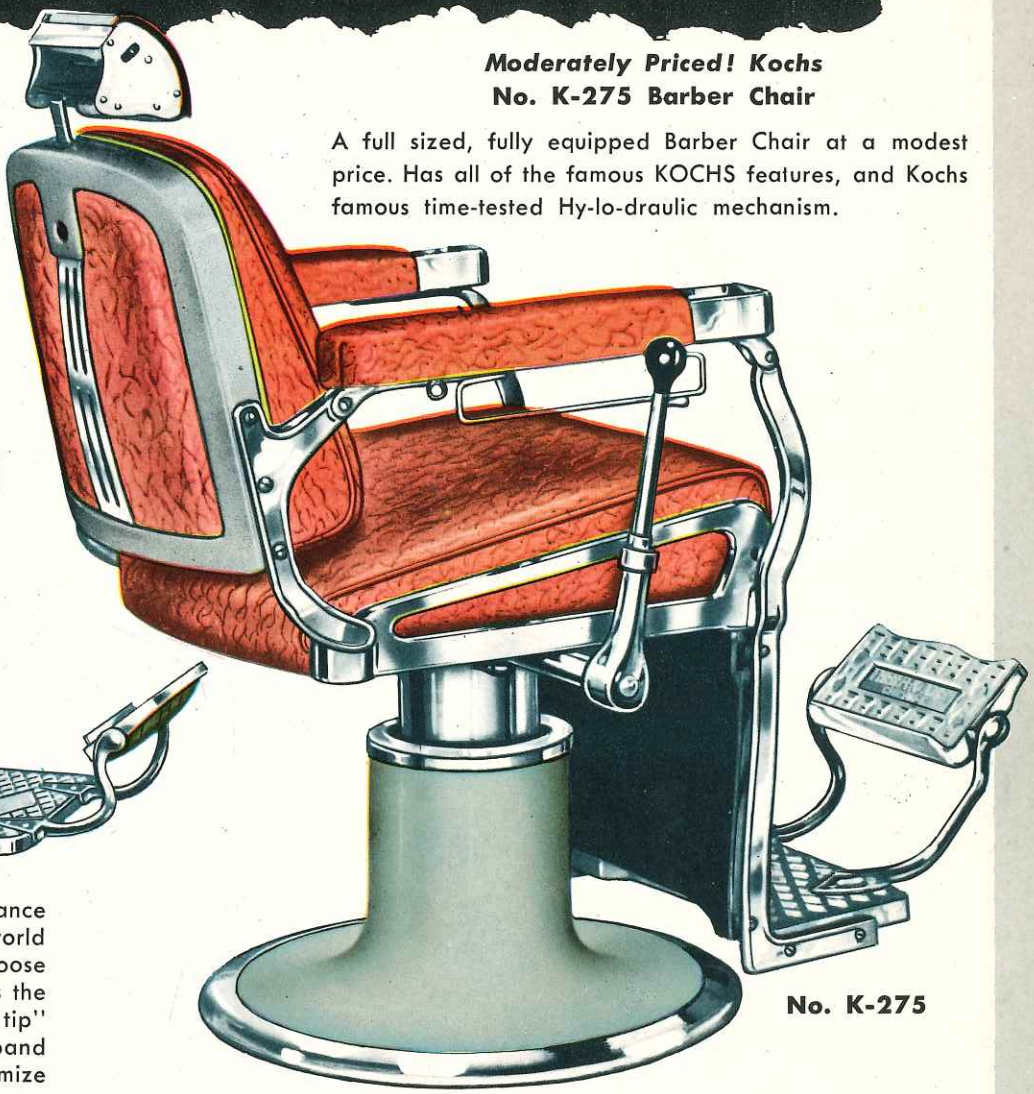
***The Economical Chair for the Modern Shop!***
**Kochs No. K-277 Chair**

**No. K-277**

Modern in design . . . handsome in appearance . . . quality of construction! Barbers the world over know that's what they get when they choose a chair that bears the Kochs name. Features the time-tested Hy-lo-draulic pump and "finger tip" reclining control. Chrome plated metal band around back, convenient hand hold to minimize wear on upholstery. Genuine "fired on" porcelain enamel finish on base. All exposed metal castings brightly chrome plated. Soft slanted seat cushions are comfortable for the customer; make him sit up straight for your working convenience.

***Moderately Priced! Kochs***
**No. K-275 Barber Chair**

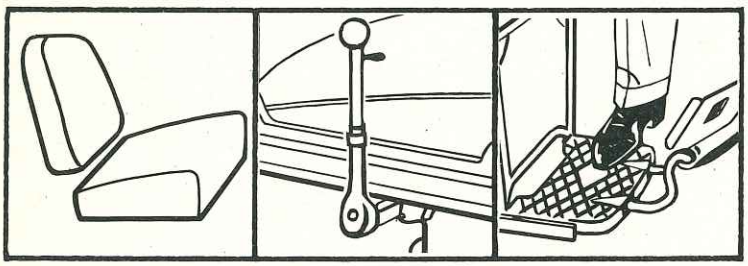
A full sized, fully equipped Barber Chair at a modest price. Has all of the famous KOCHS features, and Kochs famous time-tested Hy-lo-draulic mechanism.



**No. K-275**

Has Kochs famous "Finger Tip" control handle combined with the Hy-lo-draulic mechanism for easy operation in all positions. Smart, husky side rails on side of seat cushion let the beauty of genuine leather upholstery show through. Sturdy, smooth design base, heavy cast iron back frame, with genuine "fired on" porcelain enameled finish. Handsome upholstered apron. All exposed metal parts are brightly chrome plated. Fully equipped with towel bar, strop ring, manicure sockets, and spring cushion headrest.

## Built Into Every Kochs Chair!



**Automobile type construction is used in seat and back cushions for customer comfort. Notice they're slanted to keep customer sitting upright for your working convenience.**

**Exclusive "Finger-Tip Control" handle is perfectly engineered to operate chair effortlessly in any desired position.**

**Broad sturdy platform. Two footrest arms — for greater strength — are used to attach the footrest.**

KOCHS *Fashioned Futures*

**For Greater Working Ease . . . For Smartness in design . . Kochs No. K-7384 Mirror Case**

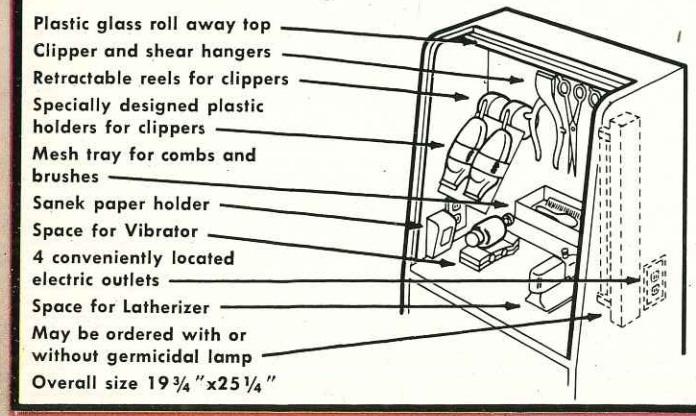
Kochs proudly presents their greatest achievement in designing this modern . . . most versatile mirror case in the industry. Truly a barber's dream come true. Here for the first time is a case that's not only smart and different looking from every angle, but which also features the perfect solution to the storing of a barber's implements. Just think of it . . . a planned place for every tool — handy — easy to get to — even your electric clippers operate on a retractable reel which rewinds the cord automatically. For your protection the germicidal lamp operates on an automatic switch — it's on when the door is closed, goes off when the door is open. *Alternate model available without germicidal lamp — for use with any of the commercial wet type sterilizers.* The entire cabinet is smartly designed in oak and finished in "Invincible Finish." Smart Bakelite on the wainscot and shelf gives you beauty and protection. Note the added use of mirrors directly over the tool compartments to give the illusion of a continuous mirror, plus the display case over your cash register cabinet to help you display and sell additional merchandise. Directing the light downward, the newly designed canopy gives the entire unit a well lit appearance. Equipped with cabinet for cash register. Overall height 6'8". 2 chair case 11'6". 3 chair case 16'6". Each additional section 5'0". Plate glass mirrors 32"x40".

***Fluorescent lamps for canopy are extra.***

***(Lavatories extra . .***

***see page 29)***

***Note These Tool Compartment Features:***


Plastic glass roll away top
Clipper and shear hangers
Retractable reels for clippers
Specially designed plastic holders for clippers
Mesh tray for combs and brushes
Sanek paper holder
Space for Vibrator
4 conveniently located electric outlets
Space for Latherizer
May be ordered with or without germicidal lamp
Overall size 19¾"x25¼"

# Kochs Famous "Tool-O-Matic" The Newest Creation In Mirror Cases!

**It's New! It's Smart! The Century No. K-6655 Barber Chair With 2 Tone Skirt!**

Here's a smart way to glamorize your shop. Choose these Century chairs with 2 tone skirts to harmonize or to contrast with your other furnishings. Our wide selection of modern colors is available in vinyl plastic or genuine leather. ***See pages 4 and 5 for complete details on these chairs.***

KOCHS *Fashioned Futures*

Each barber has a four way electric outlet and dual clipper hooks. Sanek container is built into side of cabinets.

## Modernize! Attract More Business With This All New No. K-7111 Yorktown Mirror Case

The case of tomorrow is yours today. Handsomely styled with "Invincible Finish" oak on front of cabinets. The sides of the cabinets, tops, wainscots, and wainscot shelves are finished in colorful, durable Bakelite. Smart, new frosted ribbed glass canopy directs light generously over your working area. Full length continuous mirrors with Bakelite covered panels at each end give this back bar a striking overall appearance. Extra large cabinets, (24" wide), are barber-styled for the utmost in working convenience. Large (jumbo size) sterilizer door opens down, forming a shelf, 2 tool drawers, one with lock. Extra large clean towel and general storage space in bottom of cabinet. Soiled towel and shaving paper compartments in wainscot have rust resistant metal hampers.

Sizes: 7'3" high. One chair is 7'2". Two chair case, 12' 2". Three chair case, 17'2". Each additional section is 5' 0". Big 36x60" mirrors are of genuine plate glass, electrolytic copper backs. Cabinets are 24" wide. Case requires 10" plumbing alley.

*(Lavatories extra . . . see page 29)*

*Fluorescent lights for canopy are extra*

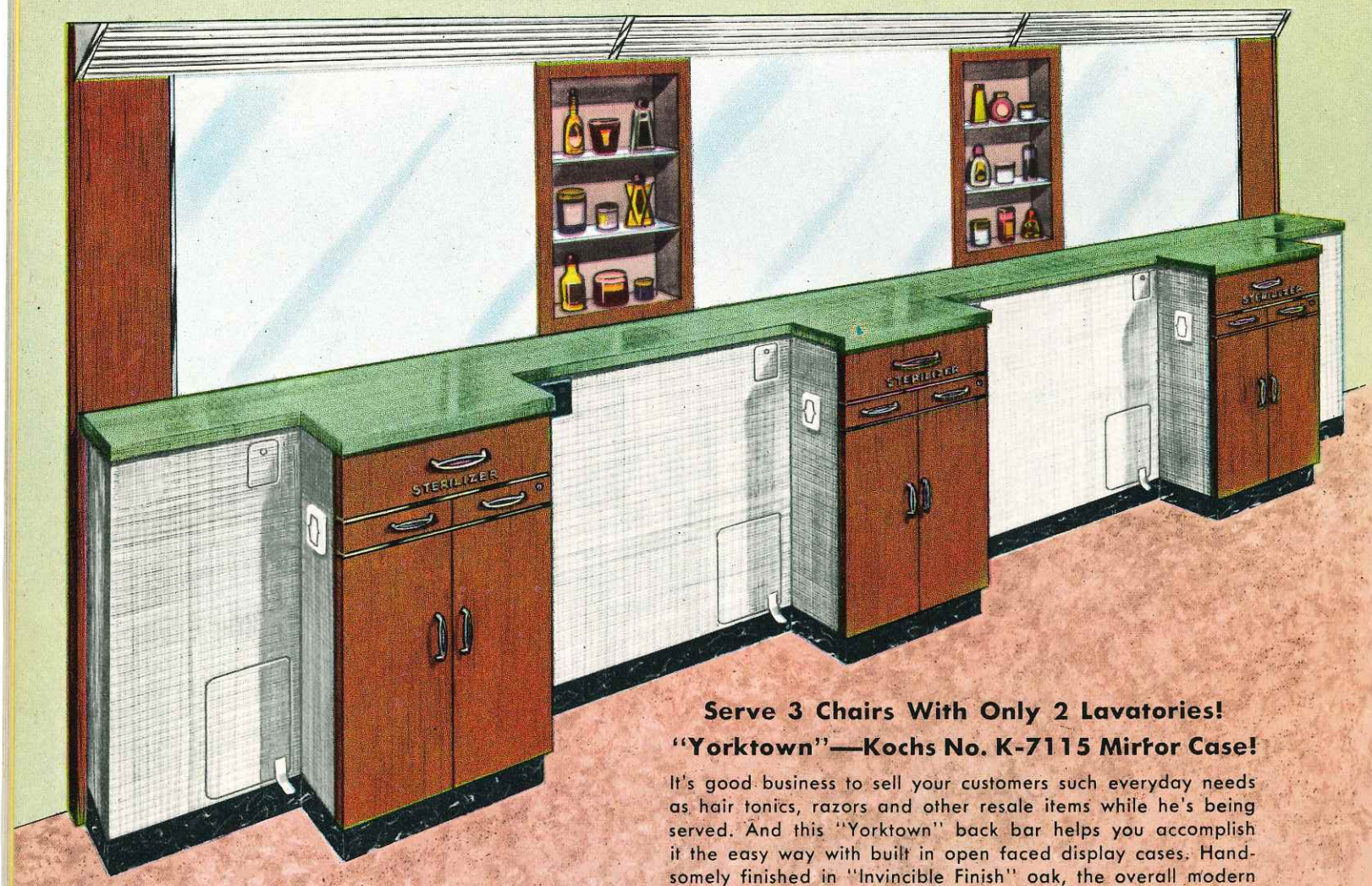
*Sterilizer may be lined with bright reflector sheet and equipped with a Germicidal bulb, blue burning —emits ultra violet rays.*

# "Yorktown" Mirror Case With Continuous Mirrors Give Your Shop A More Spacious Look!

Combine the popular "Century" Barber Chair with this Yorktown Mirror Case for the most attractive shop in town!

KOCHS *Fashioned Futures*

# Display Cases Help You Sell Profitably!



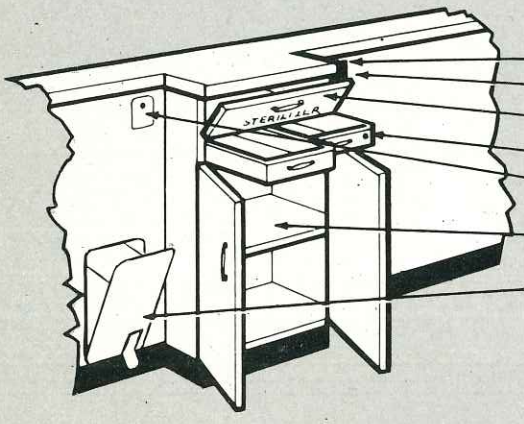

*Sterilizer may be lined with bright reflector sheet and equipped with a Germicidal bulb, blue burning—emits ultra violet rays.*

## Serve 3 Chairs With Only 2 Lavatories!

## "Yorktown"—Kochs No. K-7115 Mirror Case!

It's good business to sell your customers such everyday needs as hair tonics, razors and other resale items while he's being served. And this "Yorktown" back bar helps you accomplish it the easy way with built in open faced display cases. Handsomely finished in "Invincible Finish" oak, the overall modern design of this case is the last word in beauty and durability. Featured is our new frosted fluted glass canopy which directs light evenly over your working area. Extra large (24") cabinets with massive sterilizer, 2 tool drawers—one with lock—good size clean towel and storage compartment. Containers for soiled towels and shave paper in wainscot. Convenient Sanek dispenser built into the side of cabinets. Colorful Bakelite finish on sides and tops of cabinets, wainscots and wainscot shelves. Fronts and panels at end of mirror in "Invincible Finish" oak. Because you can easily serve 2 chairs from each lavatory, you need only 2 lavatories for this 3 chair mirror case.

Overall dimensions: 7'3" high. 1 chair is 5'2"; 2 chair is 10'2"; 3 chair is 15'2". Each additional section is 5'0". Mirrors are of genuine plate glass —copper backed, size 36x42 inches. Cabinets are 24" wide. Requires 10" plumbing alley.




(A) Four way electric outlet for each Barber
(B) Dual Clipper Hooks at right side of Cabinet
(C) Large Sterilizer
(D) Tool Drawer with Lock
(E) Shaving Paper Container
(F) Clean Towel Compartment
(G) Soiled Towel Compartment operates with Foot Pedal

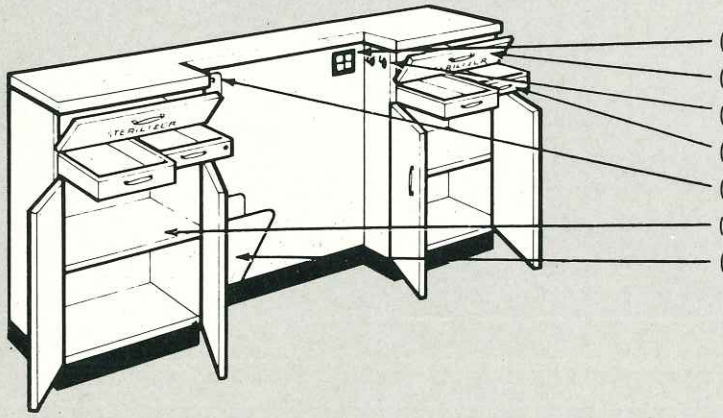
*Fluorescent lights for canopy are extra*

# Excitingly New and Beautiful...Designed by Kochs!

Dimensions: Overall height 7'3". 1 chair is 7'2". 2 chair is 12'2". 17'2" for 3 and that extra section adds 5'0" in length. Mirrors are genuine plate glass with electroyltic copper backs and are 42x36 inches. Cabinet is 24 inches wide. Requires 10 inch plumbing alley.

## More Functional In Every Detail!
## Kochs No. K-7101 "Yorktown" Mirror Case!

The modern design of this "Yorktown" back bar highlights our all new De-Luxe canopy which diffuses and spreads the light over the working area through the plastic grille work in the oak woodwork of the canopy. Handy shelves on panels over the cabinets can be used to display profitable resale items. Big 24 inch cabinets have built in Sanek containers, large sterilizer, 2 drawers (one locks) for tools and other implements, storage space for clean towels, bottles and other stock. Soiled towel and shave paper containers in wainscot. 4 way electric outlets and dual clipper hooks for every chair. Cabinet fronts and panels over cabinets in "Invincible Finish" oak. Sides and tops of cabinets, wainscots and wainscot shelves finished in Bakelite.



(A) Four way electric outlet for each Barber
(B) Large Sterilizer
(C) Dual Clipper Hooks
(D) Tool Drawer with Lock
(E) Shaving Paper Container
(F) Clean Towel Compartment
(G) Soiled Towel Compartment operates with Foot Pedal

*Sterilizer may be lined with bright reflector sheet and equipped with a Germicidal bulb, blue burning—emits ultra violet rays.*

*Fluorescent lights for canopy are extra*

KOCHS Fashioned Futures

Genuine Copper Backed Plate Glass Mirrors are 42x36 inches.

## It Sells While You Work!
## No. K-7154 "Gettysburg"

In keeping with the modern style trend of slim-trim furniture, we have designed this mirror case to give you a more functional, compact back bar. The smart, new tapered cabinets give you as much storage space as you'll ever need, yet take up less floor space. For greater durability and handsome appearance the base of this "Gettysburg" is completely finished in colorful Bakelite. Display cases and canopy in a selection of new colors of "Invincible Finish" on oak. The new canopy reflects more light downward—just where you need it. Merchandise display cases help you sell while your customer is being served. For each barber's convenience, a 4 way electric outlet and dual clipper hooks are provided. Each cabinet has a tool drawer that locks—sterilizer door forms a shelf—clean towel compartment opens down—rust resistant soiled towel compartment opens with foot pedal. *(Lavatories extra . . . see page 29)*

Overall height 6'8". Length 1 chair case, 6'8". Length 2 chair case 11'8". Length 3 chair case, as shown, 16'8". Each additional section 5'0". Width of cabinet, 18". Requires 6" plumbing alley.

*Sterilizer may be lined with bright reflector sheet and equipped with a Germicidal bulb, blue burning—emits ultra violet rays.*

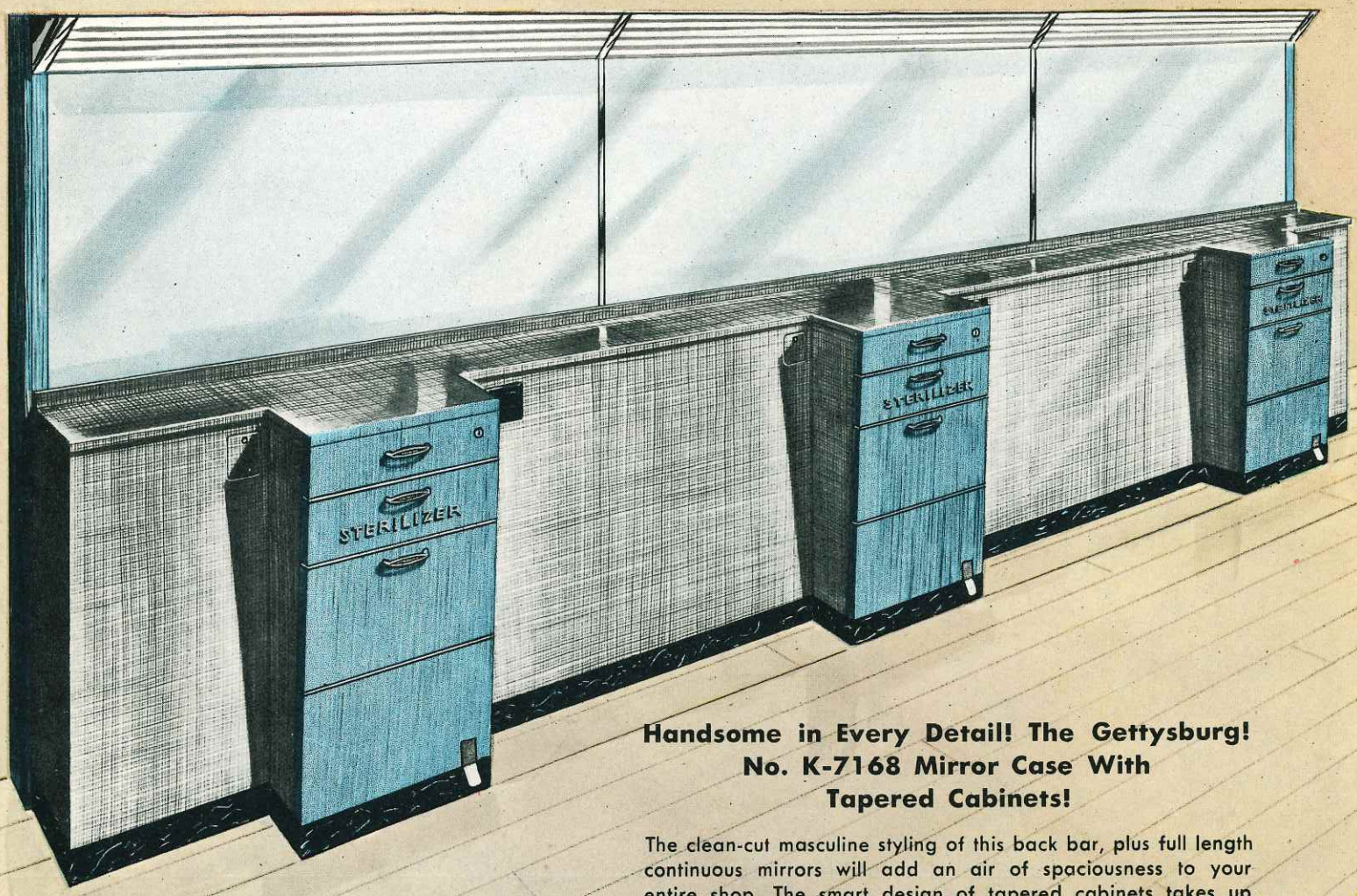
*Fluorescent lights for canopy are extra*

# Kochs New "Gettysburg" Mirror Case! Distinctively New..Ultra Modern in Design..

Picture how much more attractive your shop will look when you install a row of these luxurious Kochs Century Barber Chairs, colorfully upholstered in genuine leather or vinyl plastic.

KOCHS *Fashioned Futures*

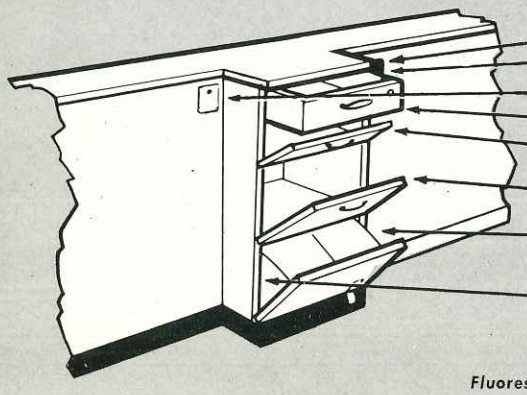
# Continuous Mirrors Add Spaciousness to Your Shop!




## Handsome in Every Detail! The Gettysburg! No. K-7168 Mirror Case With Tapered Cabinets!

The clean-cut masculine styling of this back bar, plus full length continuous mirrors will add an air of spaciousness to your entire shop. The smart design of tapered cabinets takes up less room . . . yet are more efficient for your work. And with this Gettysburg, you place your chairs in front of the cabinets, permitting service of two chairs from one lavatory. (This 3 chair case requires only 2 lavatories). For beauty of appearance and longer wear, the entire base of this mirror case is finished in fine quality Bakelite. The new style light canopy spreads an even light over the working area . . . has frosted ribbed glass to conceal the fluorescent lamps. Shaving paper container conveniently located in wainscot.

Overall height, 6'8". Length, 1 chair case, 5'2". Two chair case, 10'2". Three chair case, 15'2". Each additional section, 5'0". Width of cabinet, 18". Requires 6 inch plumbing alley. Genuine copper backed plate glass mirrors are 36x60 inches.

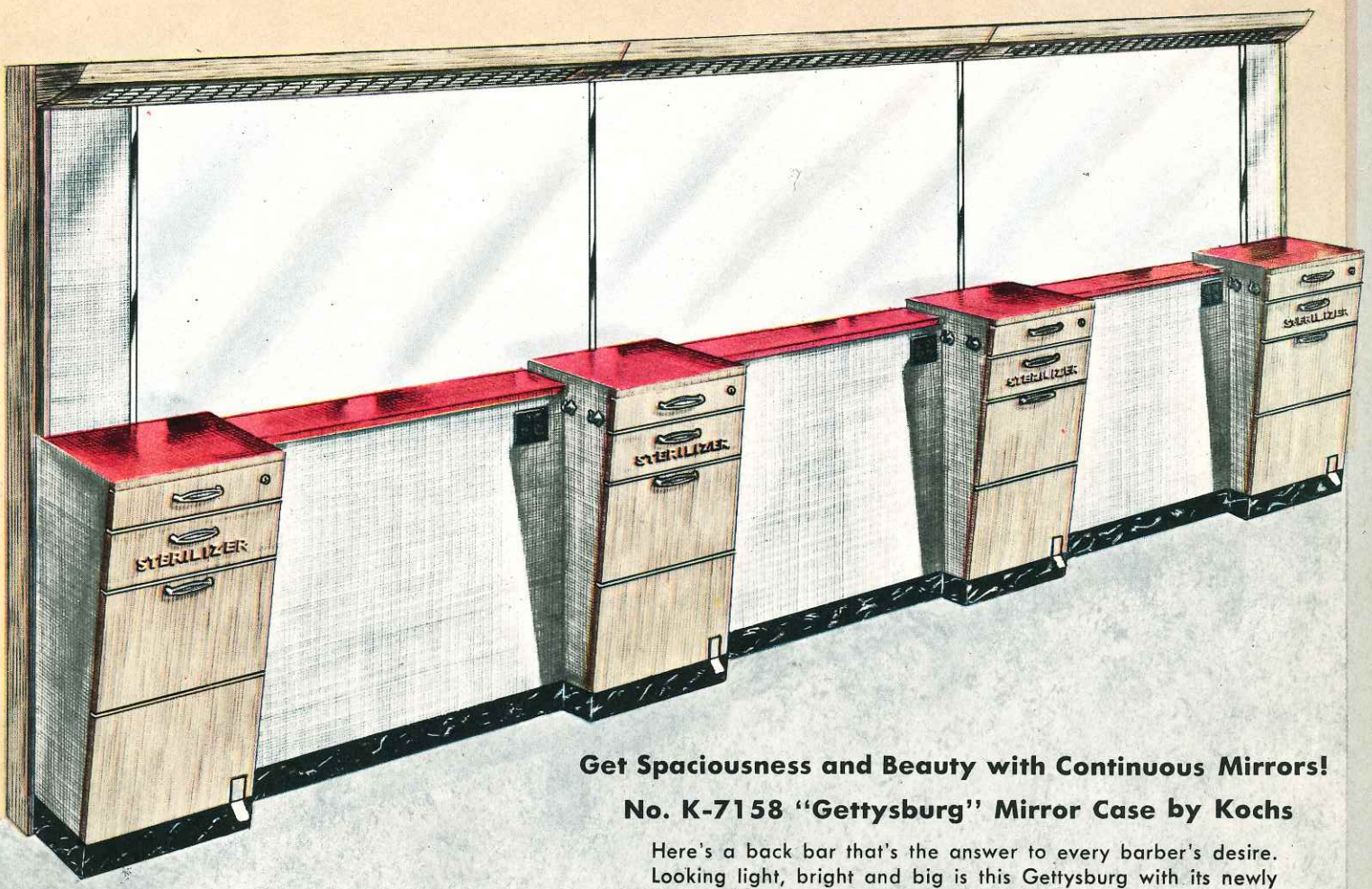


(A) Four way electric outlet for each Barber
(B) Dual Clipper Hooks at right side of Cabinet
(C) Shaving Paper Container
(D) Tool Drawer with Lock
(E) Large Sterilizer
(F) Clean Towel Compartment
(G) Soiled Towel Compartment operates with Foot Pedal
Has rust resistant metal hamper
(H) Tapered Cabinets

*Fluorescent lights for canopy are extra*

*Sterilizer may be lined with bright reflector sheet and equipped with a Germicidal bulb, blue burning —emits ultra violet rays.*

# Give Your Shop That Smart...Modern Look!

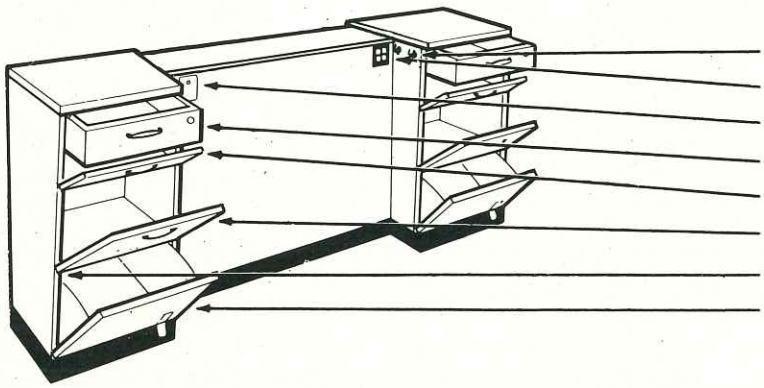



## Get Spaciousness and Beauty with Continuous Mirrors!

## No. K-7158 "Gettysburg" Mirror Case by Kochs

Here's a back bar that's the answer to every barber's desire. Looking light, bright and big is this Gettysburg with its newly designed De-Luxe canopy with fluorescent lamps concealed by the handsome oak woodwork. The large continuous mirrors give a feeling of added space to the small shop, and enhance the appearance of the larger shop. Tapered designed cabinets take up less floor space, let you work close in, give you plenty of storage space and feature foot pedal operation of the soiled towel container. For beauty and durability the entire base of this case is finished in colorful Bakelite.

Sizes: Overall height, 6'8". Length, 1 chair case, 6'8". Two chair case, 11'8". Three chair case, 16'8" (as shown). Each additional section, 5'0". Width of cabinet, 18". Requires 6 inch plumbing alley. Genuine copper backed plate glass mirrors are 36x60 inches.

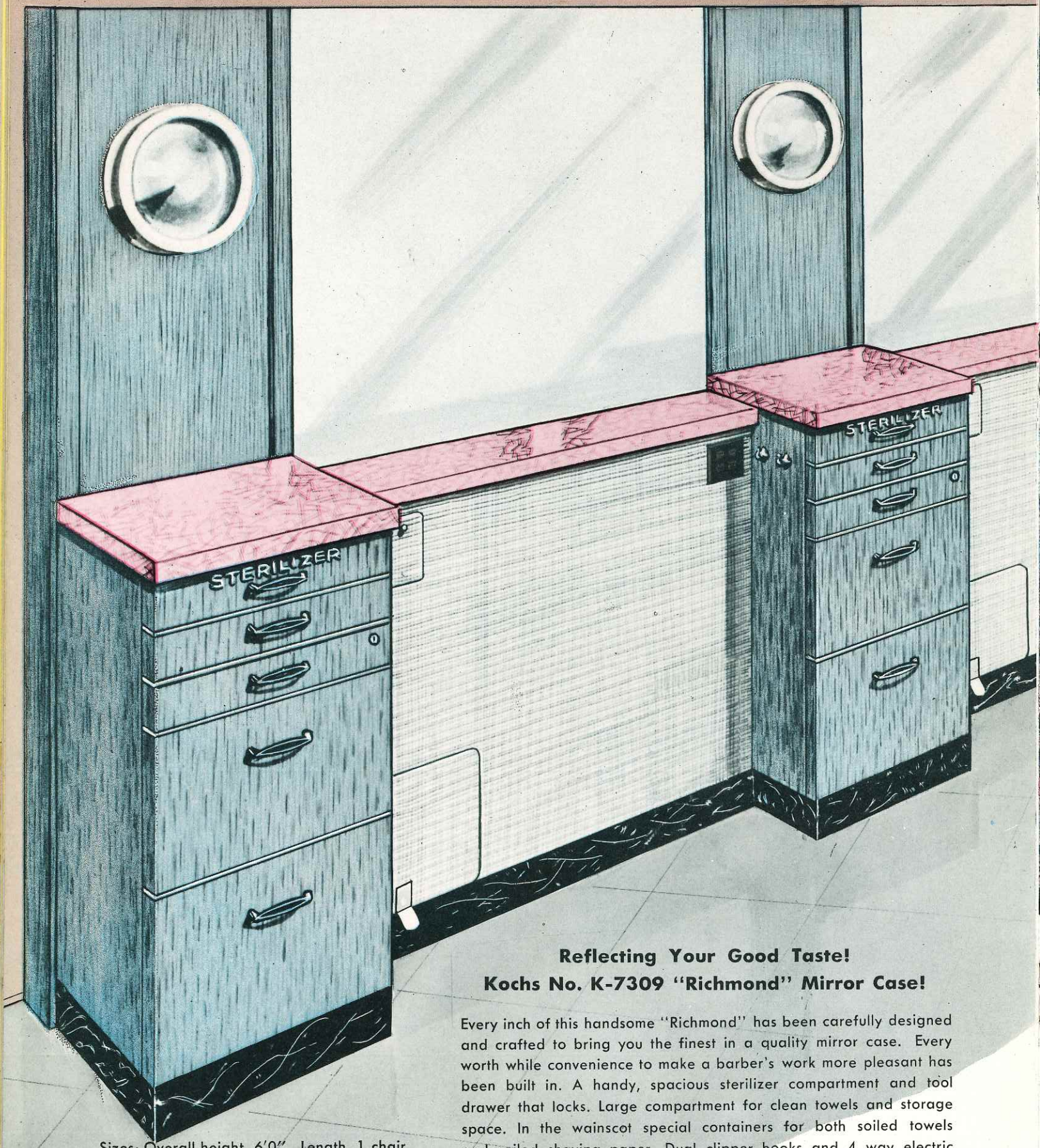


(A) Dual Clipper Hooks
(B) Four way electric outlet for each Barber
(C) Shaving Paper Container
(D) Tool Drawer with Lock
(E) Large Sterilizer
(F) Clean Towel Compartment
(G) Tapered Cabinets
(H) Soiled Towel Compartment operates with Foot Pedal.

*Sterilizer may be lined with bright reflector sheet and equipped with a Germicidal bulb, blue burning —emits ultra violet rays.*

*Fluorescent lights for canopy are extra*

KOCHS *Fashioned Futures*



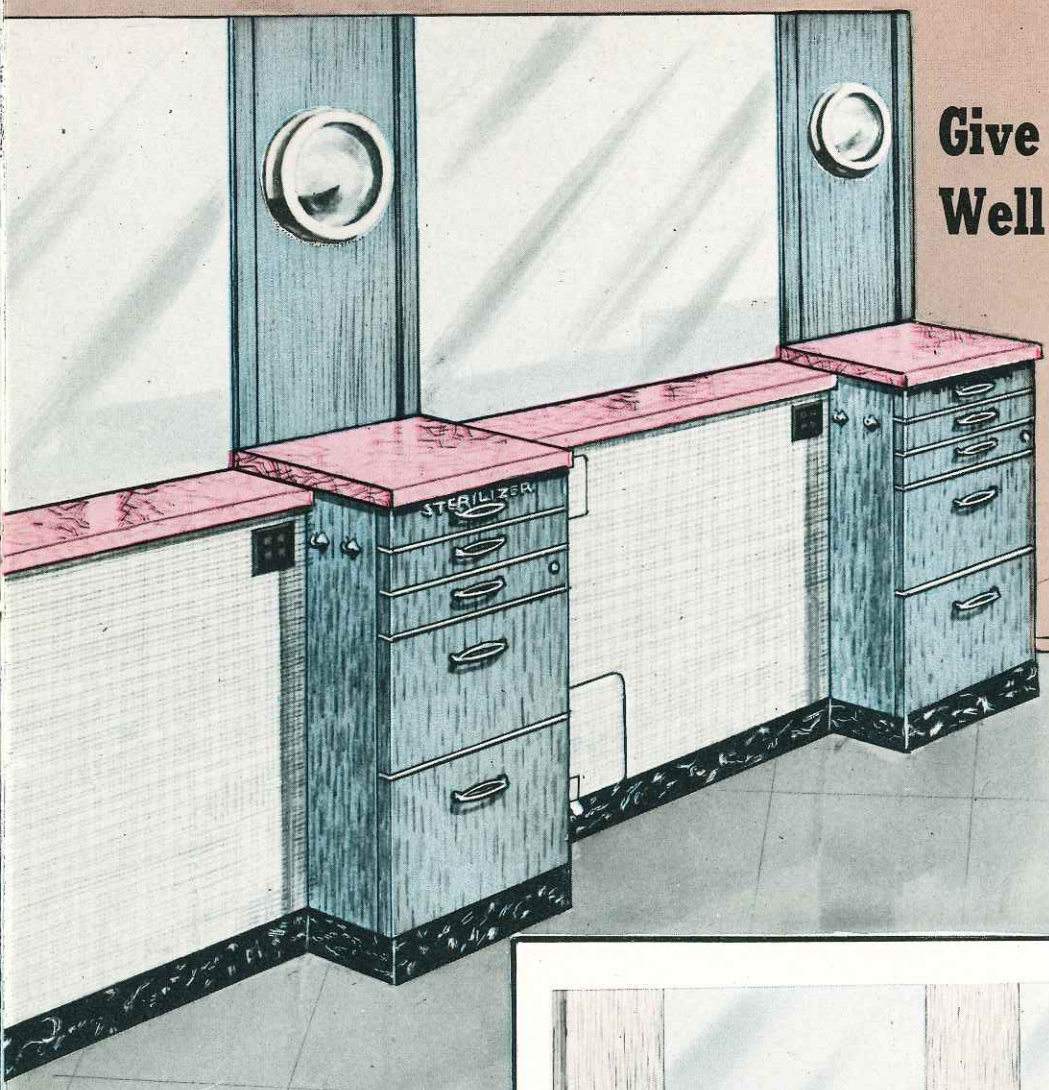

## Reflecting Your Good Taste!
## Kochs No. K-7309 "Richmond" Mirror Case!

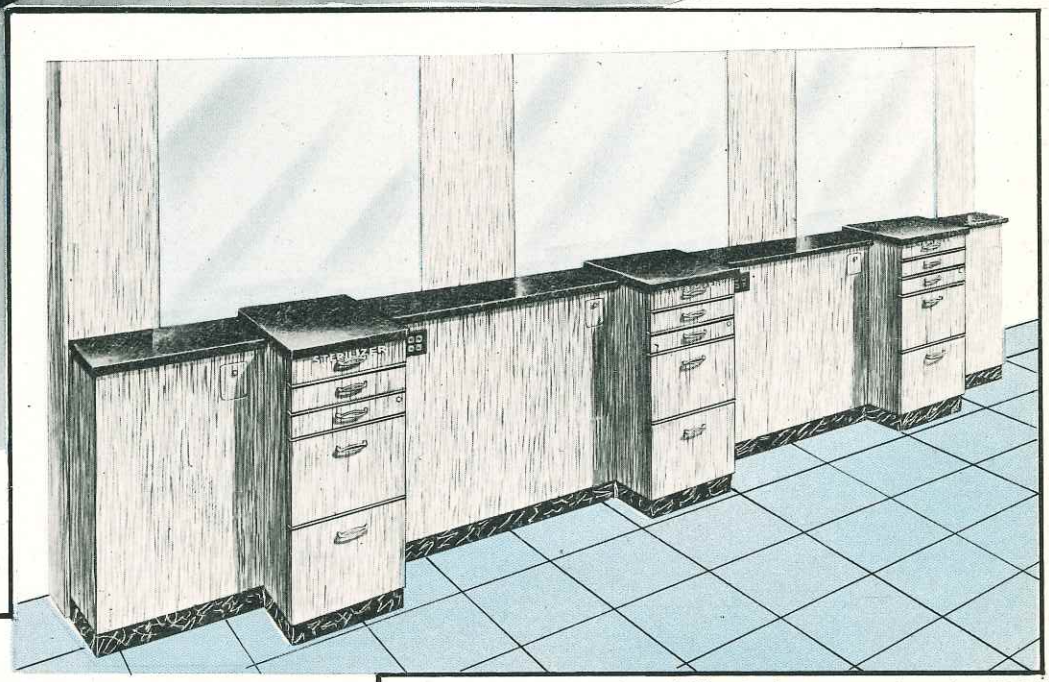
Every inch of this handsome "Richmond" has been carefully designed and crafted to bring you the finest in a quality mirror case. Every worth while convenience to make a barber's work more pleasant has been built in. A handy, spacious sterilizer compartment and tool drawer that locks. Large compartment for clean towels and storage space. In the wainscot special containers for both soiled towels and soiled shaving paper. Dual clipper hooks and 4 way electric outlets provided for each chair. Cabinets and panels above are finished in a color choice of "Invincible Finish" oak. Cabinet tops, wainscots and shelves in colorful Bakelite. Well lighted with circular fluorescent fixtures which come at no extra cost with this case.

Sizes: Overall height, 6'0". Length, 1 chair case, 6'2". Two chair, 10'10". 3 chair, 15'6" (as shown). Each additional section 4'8". Genuine copper backed plate glass mirror is 32x40. Cabinet is 16 inches wide. Requires 10" plumbing alley.

# Give Your Barber Shop That Well-Groomed Modern Look!

**Picture what this luxurious case will do to increase your business and prestige. . . . How your shop can become the talk of your community!**




*Sterilizer may be lined with bright reflector sheet and equipped with a Germicidal bulb, blue burning — emits ultra violet rays.*

## Economically Priced!
## Kochs No. 7328 "Richmond" Mirror Case

The perfect back bar for the smaller shop. All the styling . . . all the quality . . . all the fine conveniences that you expect in a Kochs case has been crafted into this "Richmond". Economically priced—yes! But it still features fine quality Bakelite over the entire case. It is still furnished with 4 way electric outlets and dual clipper hooks for each chair. No light fixtures furnished with this case. For space economy, you place barber chairs in front of cabinets thereby servicing 2 chairs from 1 lavatory . . . this 3 chair case, as shown, requires only 2 lavatories.

Overall height, 6'0". 1 chair case, length, 4'10". Two chair, 9'6". Three chair, as shown, 12'2". Each additional section, 4'8". Genuine copper backed plate glass mirror is 32x40 inches. Cabinet is 16 inches wide. Requires 6 inch plumbing alley.

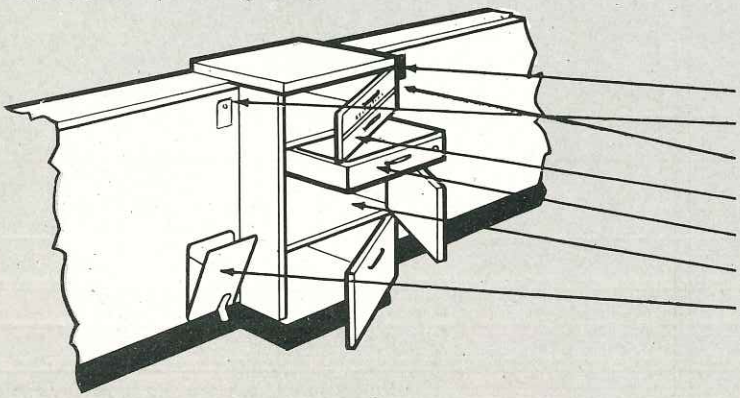
KOCHS *Fashioned Futures*

# Continuous Mirrors Make Your Shop Look Larger!

## The "Richmond" No. K-7321 Mirror Case Exclusively Designed With De-Luxe Canopy!

This dramatic back bar which features continuous mirrors to help make your shop much larger and airier looking will stay smart and modern for years to come. We have carefully styled and crafted it with the newest type materials. We have covered the cabinet tops, wainscots and shelves with the latest available colors of Bakelite. The cabinets have been built of oak in a wide selection of colors in "Invincible Finish". This finest quality baked-on finish is resistant to most barber shop preparations. We have placed both the soiled towel and shave paper containers in the wainscots. Our De-Luxe canopy is the last word in luxury. It's made of oak with a plastic grille that diffuses and directs a soft light onto the working area.

Height, 6'6". Length, 1 chair case, 4'10". Two chair, 9'6". Three chair, 12'2". Each additional section 4'8". Genuine copper backed plate glass mirrors are 32x56 inches. Cabinet is 16 inches wide. Requires 10" plumbing alley.

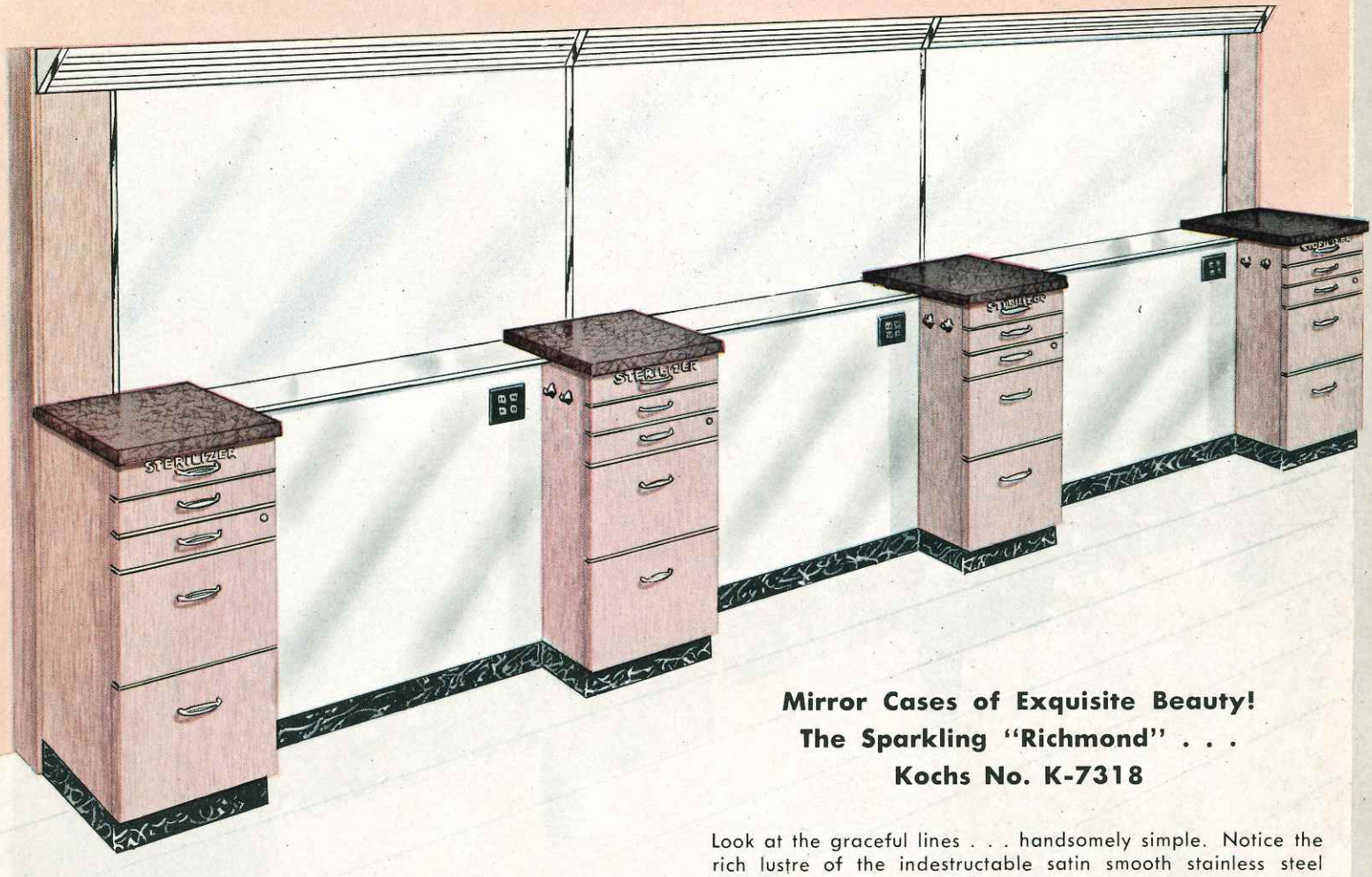


(A) Four way electric outlet for each Barber
(B) Shaving Paper Container
(C) Dual Clipper Hooks at right side of Cabinet
(D) Large Sterilizer
(E) Tool Drawer with Lock
(F) Clean Towel Compartment
(G) Soiled Towel Compartment operates with Foot Pedal

*Fluorescent lights for canopy are extra*

*Sterilizer may be lined with bright reflector sheet and equipped with a Germicidal bulb, blue burning—emits ultra violet rays.*

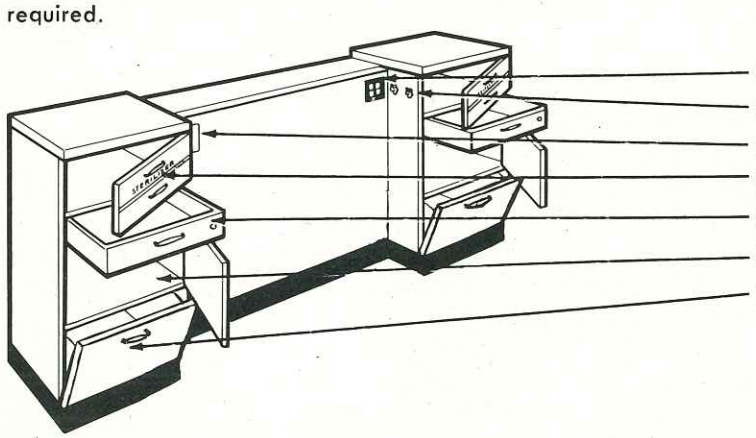
# Look! It's New! Stainless Steel Wainscots!




## Mirror Cases of Exquisite Beauty!
## The Sparkling "Richmond" . . .
## Kochs No. K-7318

Look at the graceful lines . . . handsomely simple. Notice the rich lustre of the indestructable satin smooth stainless steel built into the wainscots, wainscot shelves and edges. The cabinets are completely finished in colorful Bakelite. Truly a case you'll be proud to own, will last a lifetime. Its continuous mirrors will give your shop a more spacious look. Panels at end of mirrors are also finished in Bakelite. For your complete convenience we have designed the soiled towel and shave paper containers in the cabinets to open downward. The new frosted glass canopy directs an even amount of light over the work area in the shop. 4 way electric outlets and dual clipper hooks are provided for each chair.

Sizes: Height overall, 6'6". Length, 1 chair case, 6'2". Two chair case, 10'10". Three chair case, 15'6". Each additional section 4'8". Genuine copper backed plate glass mirror is 32x56 inches. Cabinet width is 16 inches. 6 inch plumbing alley required.

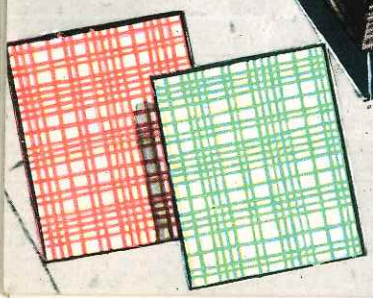


(A) Four way electric outlet for each Barber
(B) Dual Clipper Hooks
(C) Shaving Paper Container
(D) Large Sterilizer
(E) Tool Drawer with Lock
(F) Clean Towel Compartment
(G) Soiled Towel Compartment

*Sterilizer may be lined with bright reflector sheet and equipped with a Germicidal bulb, blue burning—emits ultra violet rays.*

*Fluorescent lights for canopy are extra*

KOCHS *Fashioned Futures*



Your choice of 2 smart colors of Frontier Pattern Bakelite for your Transitional — Rust and White— Turquoise and White.

Dimensions: Height, overall is 6′8″. Length, 1 chair case, 6′ 8″. Two chair case, 11′8″, as shown. Each additional section, 5′0″. Width of cabinet, 18 inches. Genuine copper backed plate glass mirror is 36x42″.

*Fluorescent lights for canopy are extra*

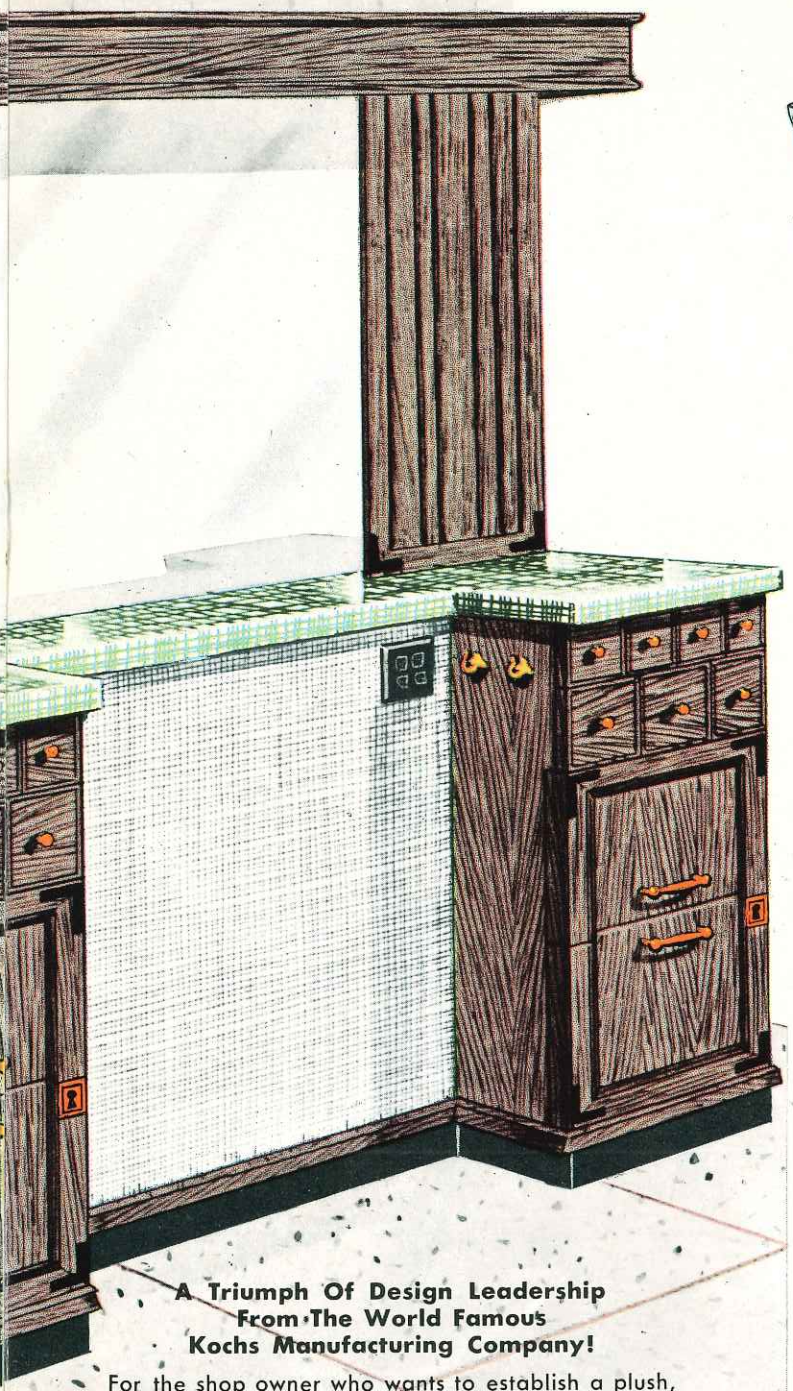
*Sterilizer may be lined with bright reflector sheet and equipped with a Germicidal bulb, blue burning—emits ultra violet rays.*

**Kochs Presents America's Newest . . . Most Distinctive . . . Most Individualized Barber Shop Furnishings With The**

# TRANSITIONAL

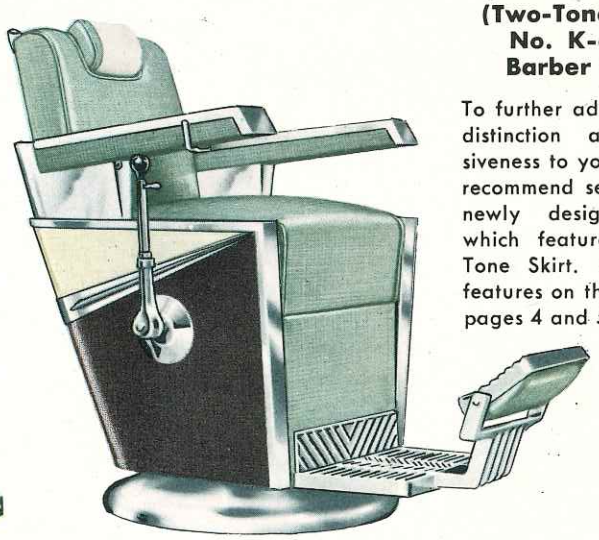
**No. K-7341 Mirror Case**

# For Your "TRANSITIONAL" Shop!



### A Triumph Of Design Leadership From The World Famous Kochs Manufacturing Company!

For the shop owner who wants to establish a plush, exclusive clubroom type of barber shop, the Transitional is his answer. This new dimension in Barber Shop furnishings comes in a limited edition model to help the discriminating barber create the finest working surroundings for a select clientele. Note the unusual hardware and shaker effect drawer faces. Specially designed mouldings set off the solid black rubber base. Frontier Pattern Bakelite has been carefully selected for this beauty—(although our standard bakelites may be used.) Cabinets are made of oak and we recommend they be finished in Greige or Cinnamon. Simulated paneled effect in panels above cabinets. The slim, trim canopy that maintains the dignity of the Transitional is fluorescent lighted. Cabinet has tool drawer and larger sterilizer. Bottom section of cabinet actually has 2 doors, one for a clean towel compartment, the other for soiled towels with a rust-resistant metal hamper. Each barber is provided with 4 way electric outlets and dual clipper hooks.

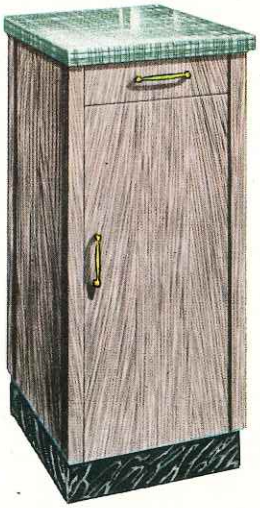


### The "Century" (Two-Tone Skirt) No. K-6655 Barber Chair

To further add an air of distinction and exclusiveness to your shop we recommend selecting this newly designed chair which features a Two-Tone Skirt. For quality features on this chair see pages 4 and 5.

### The "Transitional" No. K-7344 Reception Chair

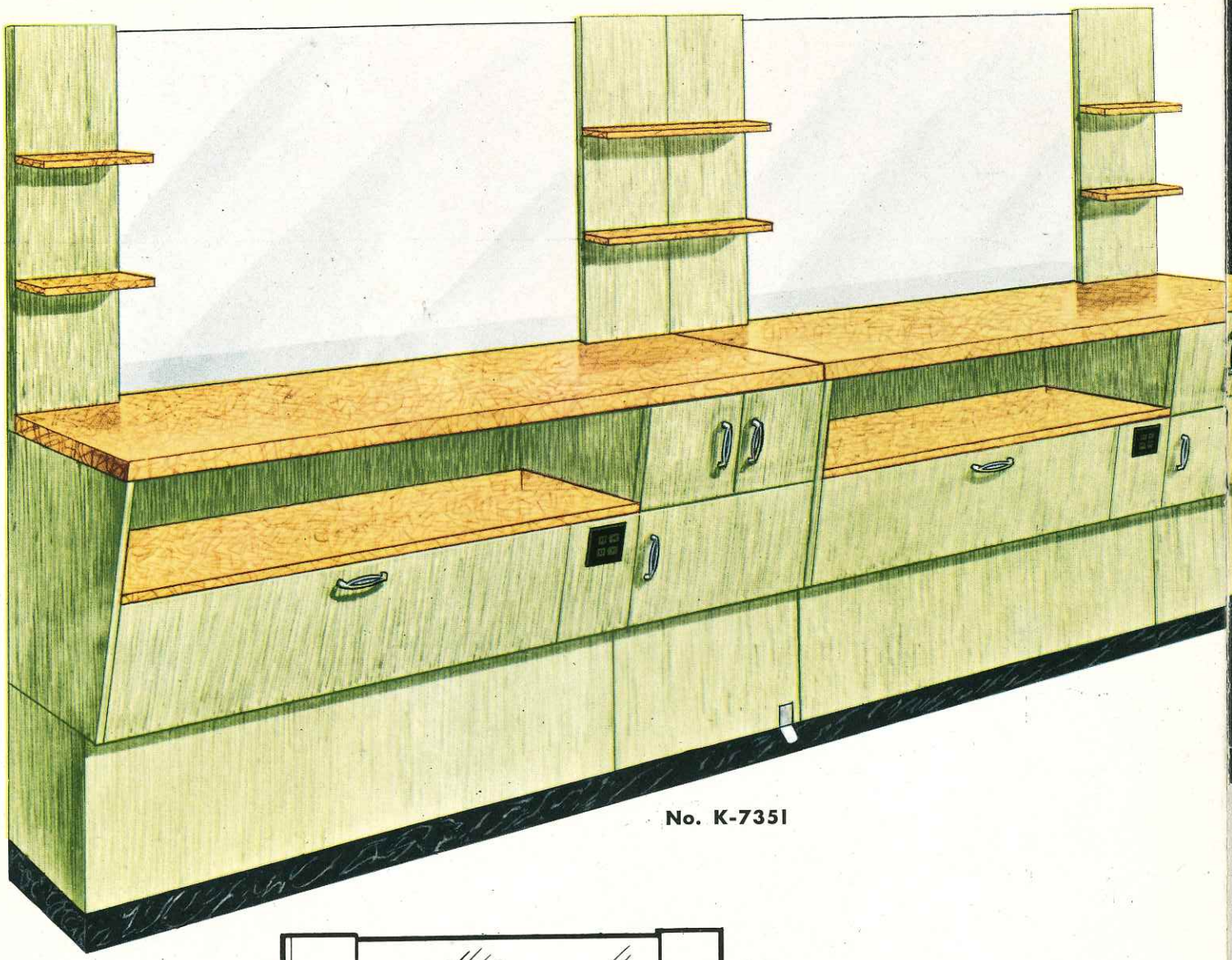
A symphony in jet black. Sturdily built, this handsome, masculine beauty features a foam rubber seat cushion to give your waiting customers the same comfort they enjoy at his exclusive club. Notice that we've designed it to perfectly match the "Transitional" design of the mirror case.



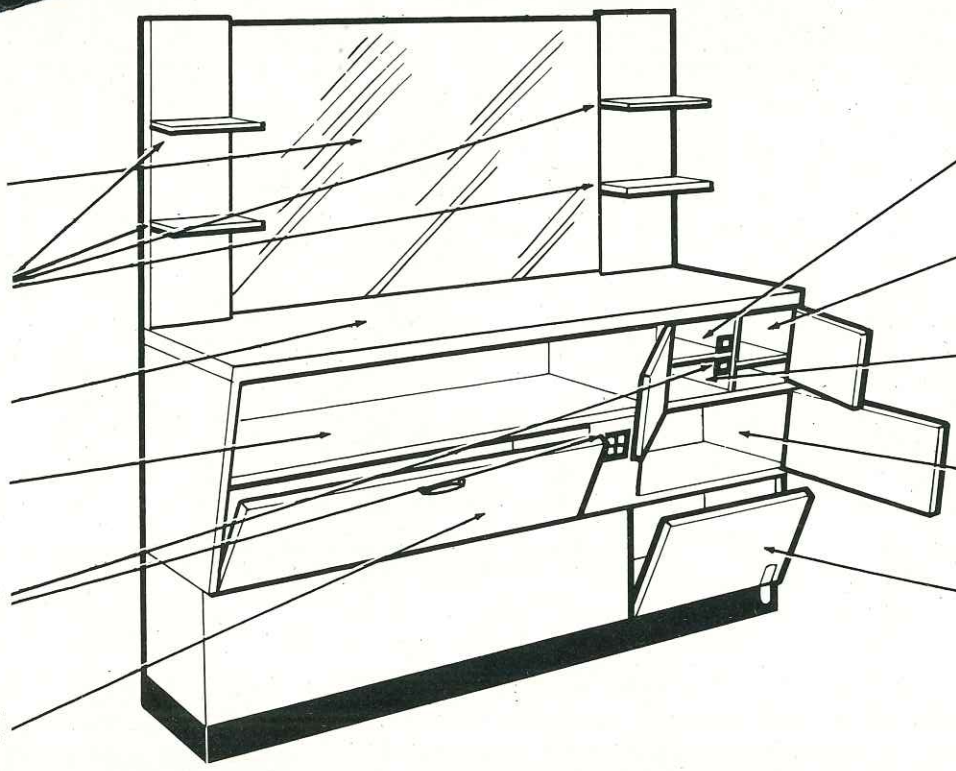
### The "Transitional" No. K-7342 Utility Cabinet

A perfect match mate to the "Transitional" mirror case is this Cashier Stand and Utility Cabinet. Frontier Pattern Bakelite top, balance in oak finished in Greige or Cinnamon. Cash drawer with lock, large storage space in cabinet. 41" high, 18"x18" or 18"x24" wide.

KOCHS *Fashioned Futures*



**No. K-7351**



Large 36x42" copper backed plate glass mirror.

4 display shelves on end panels on sides of mirror.

Display shelf and working area across entire mirror case.

Large open faced display shelf in full view of your customer.

Two 4 way electric outlets, one at the base and one inside the cabinet.

Extra storage space for additional stock and clean towels.

Vibrator and clipper compartment.

Large size sterilizer drawer.

Tool and implement compartment.

Extra large clean towel compartment.

Soiled towel and shave paper hamper is rust-resistant.

# Kochs Presents the *Self-Seller!*

**A Newly Designed Mirror Case and Merchandise Display Combination!**

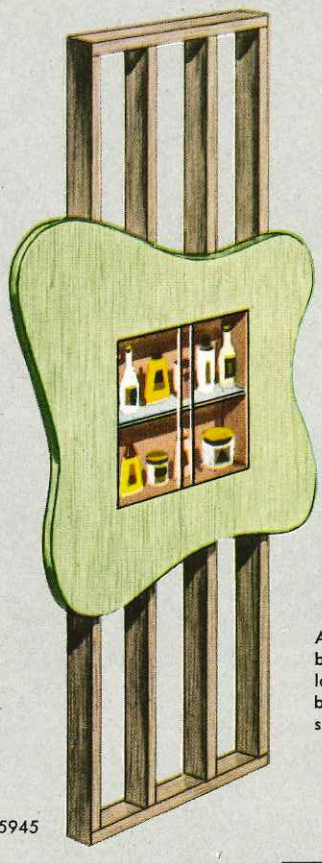
## The No. K-7351 "Self-Seller"

For the barber shop owner who is constantly seeking means and ways to display and sell more retail items, we have ingeniously developed this mirror case. Without sacrificing any working convenience here's a case that features enough display area to show in full view hundreds of resale items. To give this "Self-Seller" a masculine, handsome appearance we have combined the very latest colors of Bakelite and Oak. To protect the shelves and edges against most barber shop preparations we have covered them in Bakelite. Balance of the case is finished in "Invincible Finish" Oak. It's perfectly proportioned: Overall height 6'4", width 2 chair case, 10'0", one chair case, 5'0". Genuine copper backed plate glass mirrors are 36x42 inches.

# Display Cases For Extra Sales... Profits!

Here's a handsome display case that will enhance the appearance of your shop and act as a silent salesman constantly making added sales and profits for you. It's beautifully finished in "Invincible Finish" oak. Has easy sliding glass doors. Plenty of extra storage space in the bottom, with lock on one door. Overall height, 81 inches. See Nos K-2110 thru K-2112 in price list.

Nos K-2110 thru K-2112



No. K-5945

Nos. K-655 thru K-657

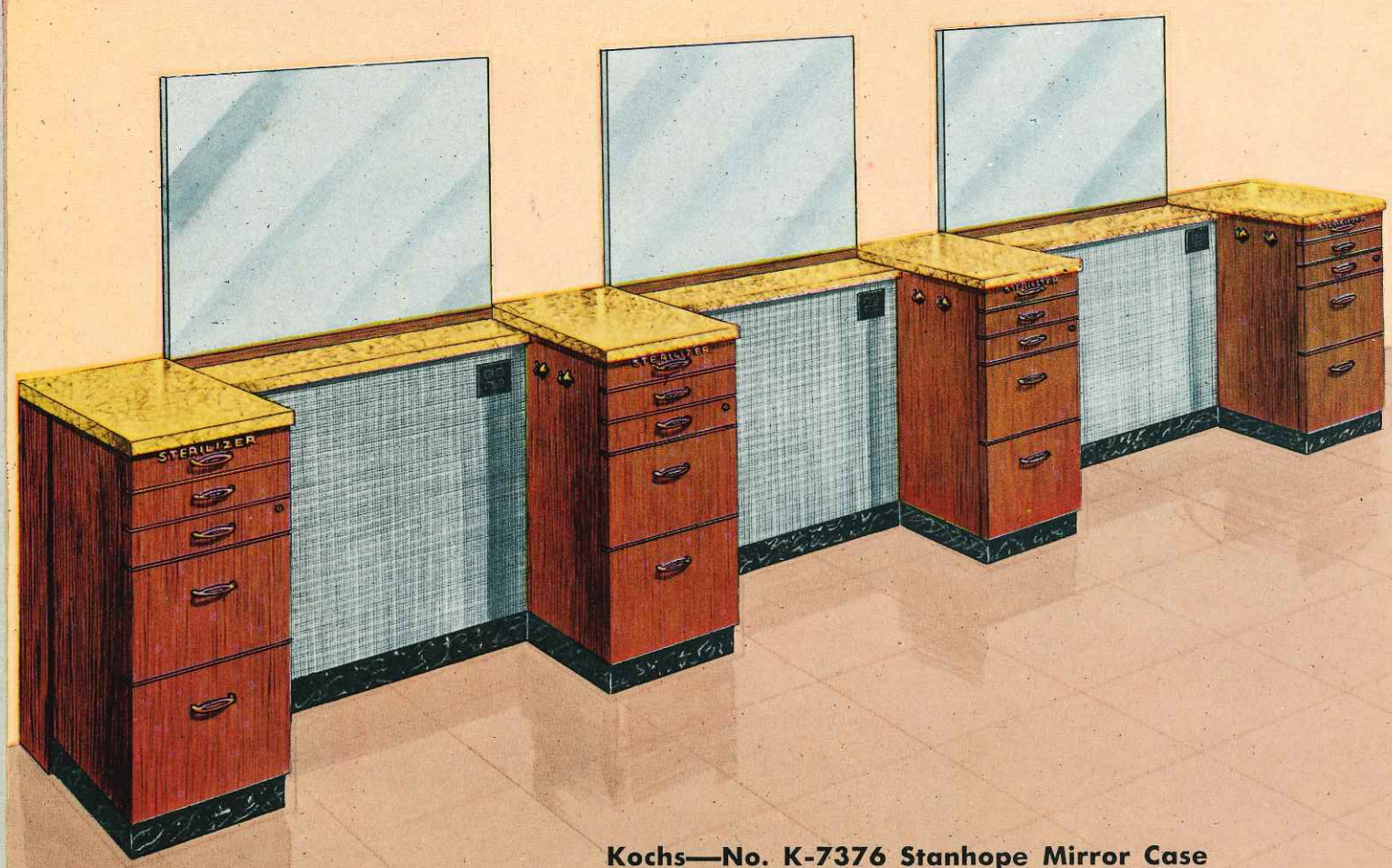
Put the spotlight on more resale items with this modern display case. Made of sturdy oak and mounted on graceful, tapered legs. Full vision glass top and front face. Translucent sliding glass door in rear. Depth 20" —height 39½". See Nos. K-655 thru K-657 in price list.

### No. K-5945 Display Case

An unusual display case with sliding glass doors may be hung on the wall. Finished in oak with a colored lacquered interior. Overall length 3'6". May be combined with poles to make an attractive room divider—see No. 5845.

KOCHS *Fashioned Futures*

# Modernize to Attract More Business!




## Kochs—No. K-7376 Stanhope Mirror Case

For the shop owner with a limited budget, this quality constructed Back Bar is his answer. Modern in design, it features full size cabinets. Large sterilizer compartment. Tool drawer with lock. Plenty of clean towel storage space. Soiled towel container in bottom section of cabinet has rust resistant metal hamper. Four way electric outlet and dual clipper hooks provided for each chair.

Bakelite covered cabinet tops, wainscot and shelves. Cabinets are made of oak—wide selection of colors in "Invinsible Finish"—the baked-on finish that is resistant to most barber shop preparations.

Conveniently dimensioned: Length, 1 chair case, 6'2". Two chair case, 10'10". Three chair case, 15'6" (as shown). Each additional section, 4'8". Overall height, 6'0". Genuine copper backed plate glass mirrors are 32x40 inches.

*Sterilizer may be lined with bright reflector sheet and equipped with a Germicidal bulb, blue burning—emits ultra violet rays.*

# Modernize With Colorful Efficient Lavatories

**No. K-2647 Lavatory**

Your entire shop will take on a smarter appearance with this masculine, streamlined, colored porcelain enameled lavatory. Comes in a choice of 7 colors. Overall size 19½". x 24". Bowl is 11" x 15".

**Economy priced White Enamel Only—No. K-2650**

**No. K-4167 Lavatory**

Now! Match your other equipment with this porcelain enameled lavatory in 7 beautiful colors. Complete with swinging spout diverter faucet. Also available with No. 6700 faucet. Overall height 32". Overall size of lavatory 19½" x 21".

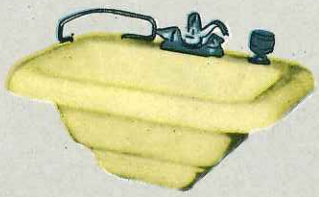
*Choose from these smart colors when ordering lavatories and bowls. Ivory, Desert Tan, Nile Green, Black, Grey, Pink, White.

No. K-2100 Wall Type

**Newest Style Lavatories**

Here's the most modern in Barber bowl design. Smartly designed with wide 3 inch platform rims . . . full apron on 4 sides . . . full 3½ inch stainless steel basket-type strainer drain-top combination with finger tip open-close operation. Note the cut-out chin rest in front . . . the rear rim which helps prevent splash and overflow . . . the ample space at rear left which accommodates bottles, mugs, and other preparations. Includes "Whiz" Shampoo Spray with disappearing hose. In Wall or Pedestal models as shown. Size 22x22x27½ inches deep.

No. K-2100 Pedestal Type



**No. K-4165 Hanging Lavatory**

What a convenience this bowl is with its smart sloping sides and extra added depth for greater splash protection. Hangs on a concealed "V" type bracket. Choice of swinging spout diverter faucet regularly furnished with No. 4096 faucet. Also available with No. 6700 faucet. Sizes 19½" x 21".

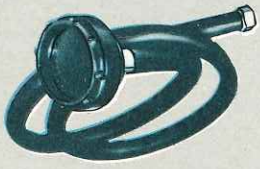
**No. K-2652 Hanging Lavatory**

Smartly designed with built-in back splash. Install yours in a choice of colored porcelain enamel to harmonize with your other fixtures. Sizes 18" x 21.".

**No. K-2653 In White Enamel only—**

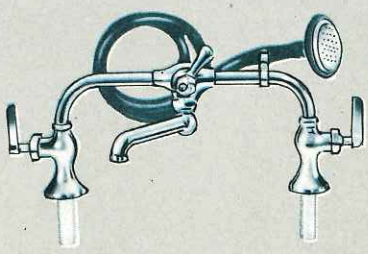
**No. K-122 Shampoo Bowl**

Here's a bowl that's designed to enable you to give your customer a shampoo by simply reclining your barber chair into a shaving position. More comfort for you and your customer. Comes in acid-resisting colored enamel. Size 19" x 20".



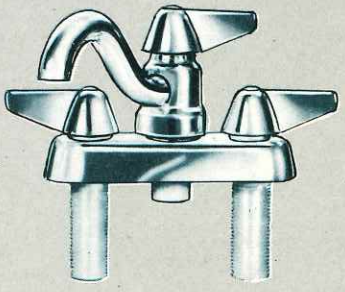
**No. K-4092 Hose and Spray**

Delivers a concentrated needle-point no splash spray.



**No. K-6700 Faucet with Swinging Spout**

The barber's favorite. Brass construction, chrome plated. 12" centers. Complete with hose and spray.



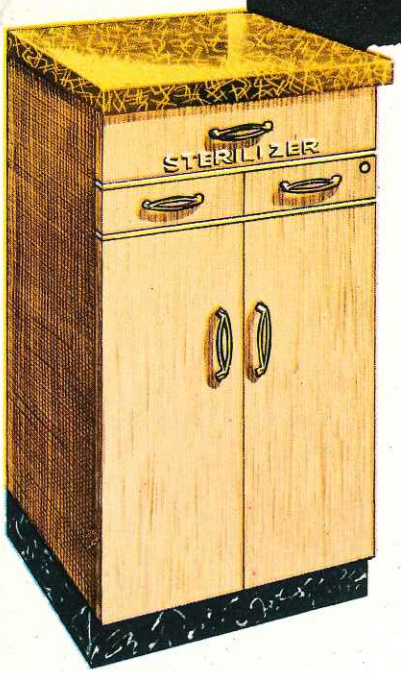
**No. K-4096 Diverter Faucet**

With Swinging Spout. Modernistic design — brightly chrome plated.

***All lavatories come complete with faucet, hose and spray, strainer and tailpiece.**

KOCHS Fashioned Futures

# Kochs Work Cabinets! Cashier Stands!




**No. K-7500 Work Cabinet**
**—All Bakelite**
**No. K-7501 Work Cabinet**
**—Wood Cabinet Face**

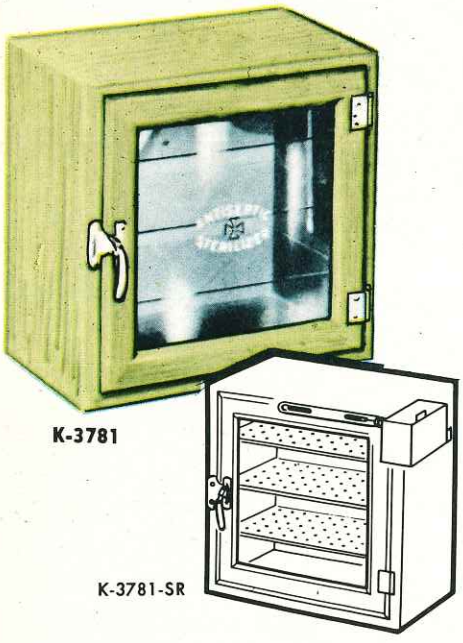
Jumbo size cabinet provides superior working space. Oversize sterilizer; two tool drawers (one locks); spacious clean towel storage combined with provision for soiled towels in rust resistant metal hamper. Height 41″; width 24″; depth 12″.

**No. K-7505 Utility Cabinet**
**—All Bakelite**
**No. K-7506 Utility Cabinet**
**—Wood Cabinet Face**

Tapered front lets you stand in close. Features a tool drawer that locks, sterilizer compartment, clean towel compartment with door that opens down providing a shelf, and foot pedal operated soiled towel compartment with rust-resistant metal hamper. Height 40″, width 18″, depth 15″ at top, tapering to 11¼″ at bottom.

**No. K-7510 Utility Cabinet**
**—All Bakelite**
**No. K-7511 Utility Cabinet**
**—All Oak with Bakelite Top**

Sterilizer is at top of cabinet. Tool drawer with lock. Generous clean towel storage compartment. Soiled towel area with rust-resistant metal hamper. Height 41″; width 16″; depth 12″.



K-3781

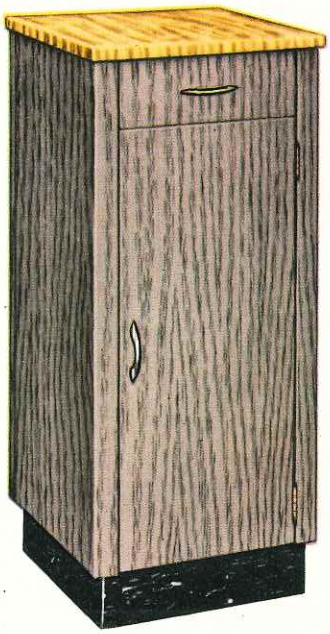
K-3781-SR

**No. K-3781 Sterilizer**

Individual Sterilizer with three glass shelves. Measures 14 inches wide, 14 inches high, 7 inches deep. No. K-3781 Sterilizer. Made of oak. Same Sterilizer with germicidal fixture and bulb No. K-3781-SR Sterilizer.

**No. K-7515 Utility Cabinet**
**—All Bakelite**
**No. K-7516 Utility Cabinet**
**—All Oak with Bakelite Top**

This handsome beauty features a chrome plated rail around three sides of the top to prevent articles from falling off. Generous serilizer followed by tool drawer with lock, clean towel compartment, and soiled towel section with rust resistant metal hamper. Height 40″; width 16″; depth 12″.

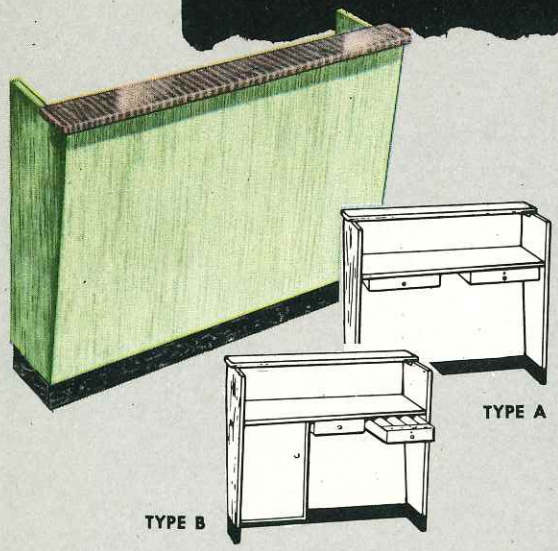


**No. K-2717 Cashier's Stand**

Smartly styled in oak with bakelite top. Cash drawer with cash compartment and lock. Generous storage space in bottom area. Forty-one inches high. Available in two sizes: 18 by 18 inches; 24″ long, 18″ deep.

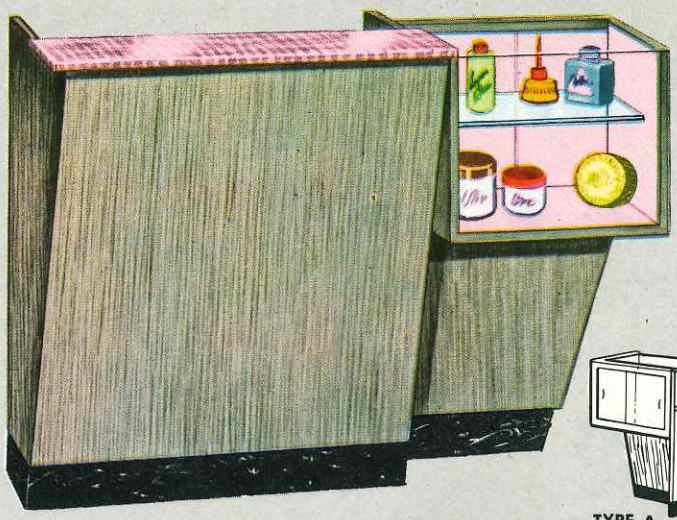
*Specify which model is desired when ordering.*

# Cashier Display Stands for the Modern Shop!



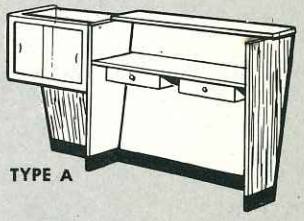

### Modern Appointment Desk

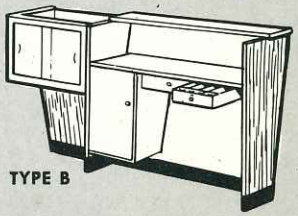
Smartly styled desk has tapered front. Choice of two styles of rear cabinet work, either Type A or B. Bakelite change top. Pacolene covered writing surface. Available in several lengths. Shown here in oak, it is also available in tufted plastic upholstery. *See No. K-4120 thru No. K-4128 in Price List.*



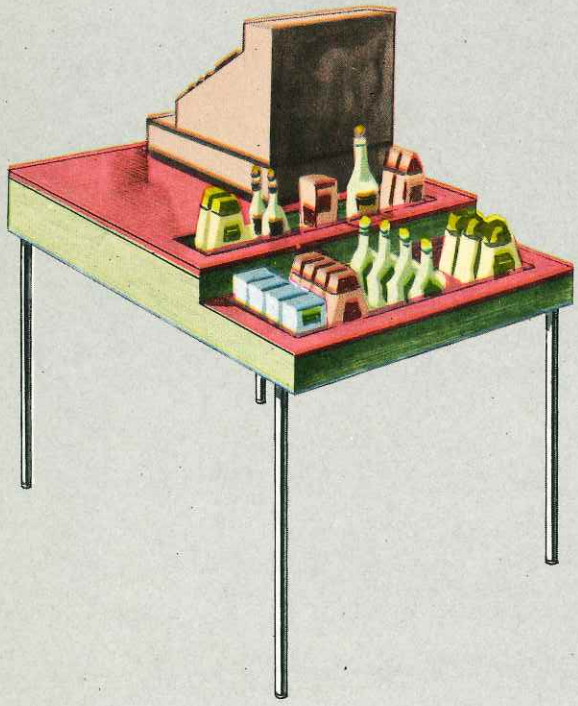
### Cashier's Desk With Display Case

It has a super salesman touch with the large display case that is two feet long. Full view glass top and front face. Frosted sliding glass doors in rear, complete with glass shelf. The desk area is variable in length, permitting a variety of sizes to fit individual needs and is available with two different rear arrangements, Type A & B. Bakelite change top. Shown here in all natural figured wood, it is also available with the Desk in tufted plastic upholstery. See No. K-4101 thru K-4108 in *Price List.*




***Rear views of Desks. Your choice of Type A or B. Be sure to specify type wanted. Type A furnished if not specified.***

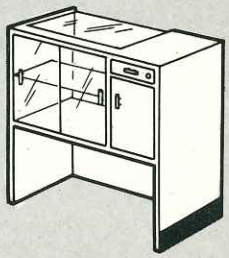


### No. K-2724 Tonic Display and Register Stand

Slim and trim styling of a sturdy, newly designed stand. Gleaming chrome plated legs support the cash register and bottle display area with their Bakelite covered top. Sides are in oak with a wide selection of colors in "Invincible Finish." Conveniently dimensioned; width, 30"; depth, front to rear 32". Height from floor to top, 34".

### No. K-2720 Combination Cash Register Stand and Display Case

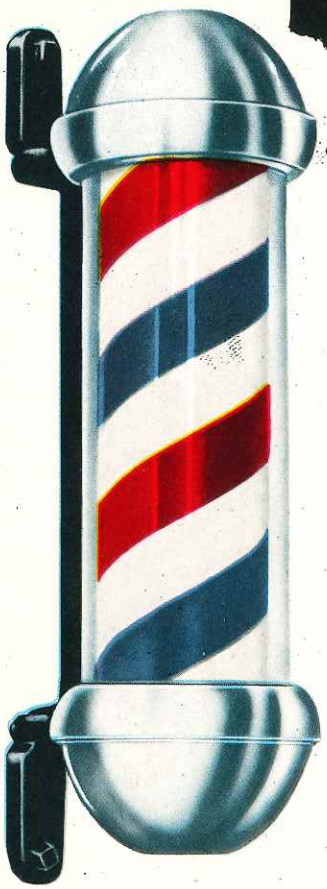
Here's the smart new way to enhance the appearance of your shop and gain added sales and profits. Frosted sliding glass doors in rear of case, glass shelf, full view glass top and front face. Choice of many smart colors of "Invincible Finish" on oak. Top is covered in Bakelite for longer wear. Just right measurements are: 4'0" long. Depth, 20". Height, 40".



***Back view of Register Stand shows cash drawer with lock and storage compartment.***

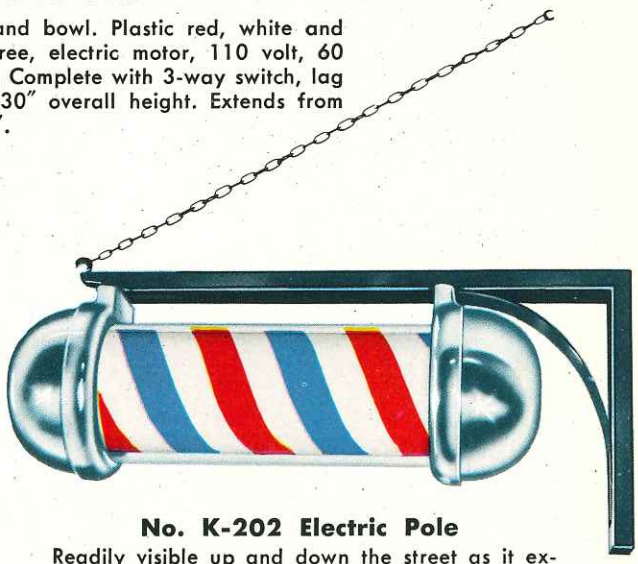
KOCHS *Fashioned Futures*

# Smart! Modern! Barber Poles!



### No. K-198 Barber Pole

Heavy gauge stainless steel, dome and bowl. Plastic red, white and blue cylinder. Time tested, trouble free, electric motor, 110 volt, 60 cycle, AC current. Never needs oiling. Complete with 3-way switch, lag bolts to fasten to wall. Dimensions: 30" overall height. Extends from wall, 14½". Glass cylinder, 8" x 19".



### No. K-202 Electric Pole

Readily visible up and down the street as it extends out over sidewalk 35½" from the wall. The dome and bowl are made of stainless steel. Red, white and blue plastic cylinder protected by sturdy glass cylinder. Trouble free motor needs no oiling—works on AC current. Complete with 3-way switch and 2 hanging chains.

### No. K-195 Barber Pole

Has rustproof stainless steel dome and bowl. The overall height of this pole is 25". Washable red, white and blue plastic cylinder. 110 volt 60 AC cycle time-tested motor. 3-way switch, lag bolts for fastening. 6" x 17" glass cylinder. Extends from wall 10½".

### No. K-199 Barber Pole

The smart use of an Opal Glass Globe on top of pole gives it a most distinctive, and attractive appearance. When finished off with a stainless steel bowl you can see what an attraction it will be for your shop. Overall height 38" — extends from wall 14½". Glass cylinder 8" x 19".

### No. K-203 Barber Pole

A smart looking fluorescent sign for inside your shop or in your window. Brightly chrome plated fixture with washable plastic cylinder over light tube. Has individual "on and off" switch. Easy to install — operates on AC current. Overall size 2" x 22".

### No. K-196 Barber Pole

Here's a newly designed pole to attract much more attention. Note the eye catching opal glass globe which lites up, plus a smart stainless steel bottom bowl. Colorful plastic cylinder is protected by a 6" x 17" glass cylinder. Overall height 32½".

***All revolving Barber Poles furnished with 3-way switch—wiring diagram — lag bolts to fasten to wall — trouble-free electric motor operating on 110 volt, 60 cycle, AC current.***

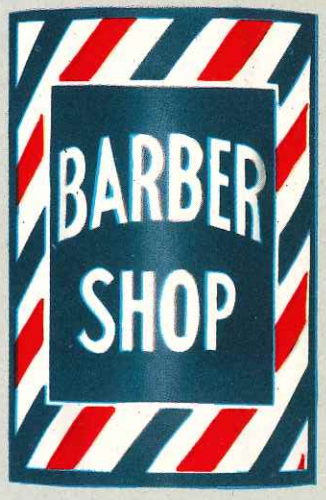
# Signs to Attract Customers

**No. K-201 "Little Giant" Pole**

It's the most unique barber pole ever designed. Can be hung most effectively to go across your entrance or across your window. It's exceptional length (38¾" long) really attracts attention. Has a rust-proof stainless steel dome and bowl. Washable red, white and blue plastic cylinder is protected by a 6" x 30" glass cylinder. 110 volt AC 60 cycle motor, 3-way switch. Lag bolts for fastening. Extends from wall 10½". **Can be hung vertically or horizontally.**

**No. K-164 Porcelain Enamel Sign**

Barber Shop Sign in Red, White, and Blue Porcelain Enamel. This is the "fired on" finish that lasts. Both sides alike. Easily fastened to wall with 1½" flange. Size 12" x 24".




**No. K-174 Corner Sign**

Just right for the corner. Curved steel sign. Genuine "Fired On" Porcelain Enamel. In traditional red, white, and blue. Complete with attaching brackets, size 18" x 24".

**Glass cylinders for every type of Barber Pole.**

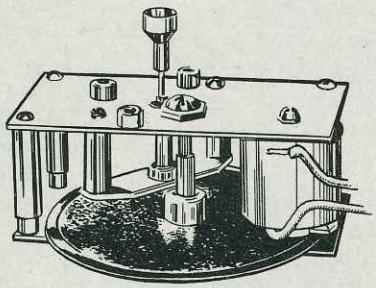
All clear glass.

*See Nos. K-1860 thru K-1870 in price list.

**Plain White Opal Glass Globes**

Light bulb will not show thru glass.

*See Nos. K-1808 thru K-1812 in price list.



**No. K-108 Electric Motor**

Heavy duty electric motor for barber poles. 110 volt 60 cycle A.C. Simple electrical connection — no brushes to wear out.

**No. K-908 Spearhead Neolite**

**No. K-907 Regular Neolite**

**Brilliant Red, White and Blue Plastic Cylinders**

that are washable and moisture resistant.

*See No. K-909 in price list.

**Neolite Cylinders**

- More Colorful in Daylight!
- More Brilliant at Night!

When illuminated they have the bright glow of the glass tube electric signs.

*See Nos. K-907 - K-908 in price list.

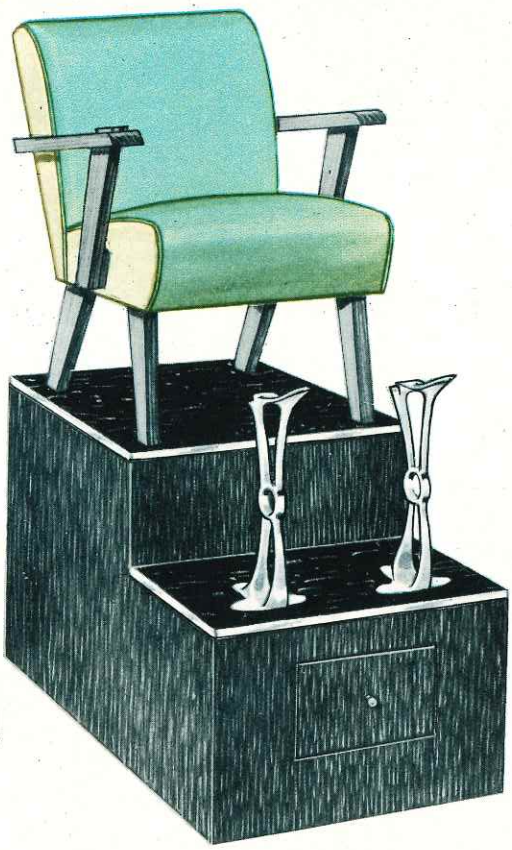
**No. K-909**

KOCHS Fashioned Futures

# Handsome Shoe Shine Stands

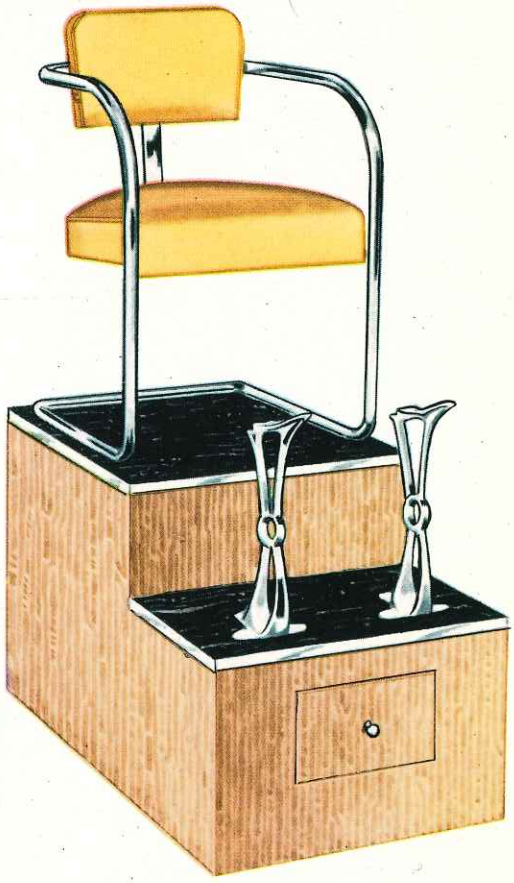
### No. K-3680 Shine Stand

Sturdily constructed of chrome plated tubular steel. Comfortable spring seat, padded back. Rubber covered platform. Supply drawer plus shelf for extra storage.



### No. K-3672 De-Luxe Shiner

This newly designed modern shine stand is available in colors to match your mirror case and other furniture. For smartness and durability the entire base is finished in Bakelite. For longer wear the step and chair platform is covered in sturdy black and white Pacolene. For customer comfort the chair has a Spring Seat and padded back. Ash tray in arm of chair. Large supply drawer and extra storage space. Also available to seat 2 people.



### No. K-3671 Shine Stand

Here's a stand that will give years of service. Entire base finished in Bakelite. Step and chair platform covered in black and white Pacolene. Individual comfort-fashioned chair. Has spring seat, padded back. Chrome plated cast iron footrests. Large supply drawer and storage space. Also available in sizes for 2 or 3 people.

### No. K-3693 for 2 People

Seats 2 customers comfortably. Sturdily constructed of chrome plated tubular steel. Comfortable spring seat and padded back. Rubber covered platform. Ample drawer and supply space for storage.

### No. K-153 Handy Shiner

The Bootblack's favorite. Sturdily constructed of American Oak. Comes with chrome plated cast iron footrest. Plenty of storage space in this portable beauty.

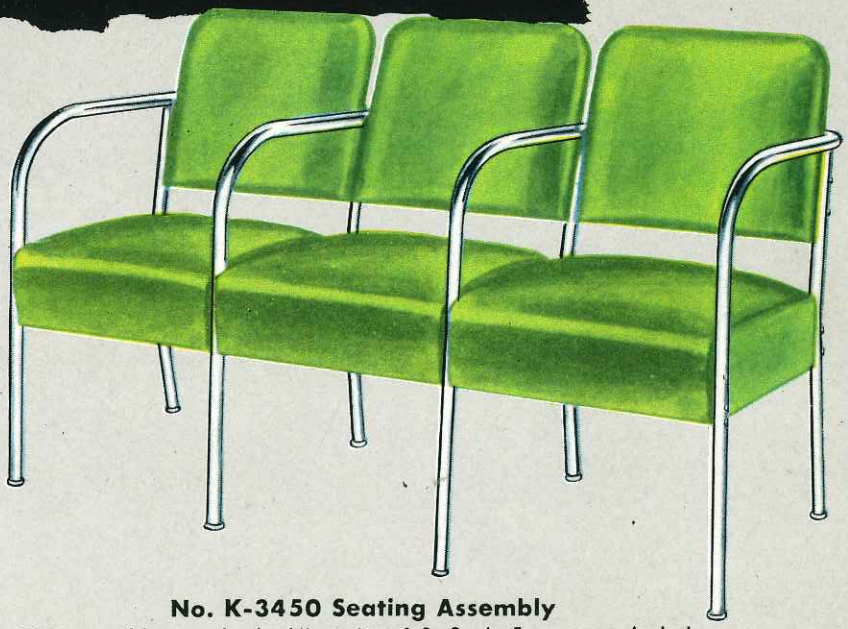
### No. K-3598 Handy Shiner

Sit down to shine. Comfortable seat on strong tubular steel frame, chrome plated. Sturdy cast iron footrest. Metal pan for supplies.

# Chairs - Settees! For Supreme Comfort!

**No. K-1711 Chair**

Your customers won't mind waiting while relaxing in this comfortable reception chair. Sturdily built frame of steel tubing, shimmering chrome plated. Spring filled seat — comfortably padded back.



**No. K-3450 Seating Assembly**

This assembly may be had in units of 2, 3, 4, 5, or even 6 chairs. Seats have no-sag spring construction; measure 18 inches wide and 19 inches deep. A two unit assembly is 39 inches wide and 25 inches in depth overall. Each extra section, 19 inches wide.

**No. K-1221A Chair**

So luxuriously comfortable as a reception chair! Upholstered in quality materials over a spring-filled seat. Thickly padded curved back. Wear resisting black Bakelite arm rests. Sturdy chrome plated steel tubing frame.

**No. K-1221 Chair**

As illustrated, but without Bakelite arm tops.

**No. K-1223 Two Seater**

Smartly designed Settee, with emphasis on comfort, for today's modern shop. Spring filled seat with well padded comfortable back. Rigidly built with a one inch chrome plated steel frame. Wear resisting black Bakelite arm rests. Overall width 43 inches, seats two comfortably. Also available in a 3 Seater Model.

**No. K-1222 Settee**

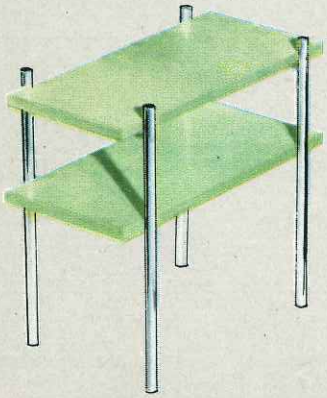
As illustrated, but without bakelite arm tops.

**No. K-1224 Settee**

Made to seat 3 people but without bakelite arm tops.

**No. K-1225 Settee**

As illustrated, but made to seat three people.



**No. K-490 Magazine Table**

To complete your smart, modern interior plan—choose this trim table. Bakelite covered shelves and edges. Chrome plated tubular legs. Size of top is 26 x 12 inches.

KOCHS *Fashioned Futures*

# Ultra Smart Reception Furniture

**No. K-491 Chair**

The natural wood trim gives this masculine design chair an air of distinction. It's luxuriously upholstered in fine quality, longer lasting, colorful vinyl plastic. With no-sag spring seat construction and comfortably padded back.

**No. K-492 Settee**

We've designed this Settee as a perfect match-mate for the chair shown on the left. Choose yours from a huge array of colorful vinyl plastic materials and natural wood finishes. Seats 2 comfortably.

**No. K-487 Chair**

Our newest design in a reception chair offers you luxury in every detail. Smart natural wood trim — luxurious no-sag spring seat — thickly padded back. Covered in new smart colors of "Coordinator" upholstery material. Equipped with handy removable ash tray in right arm.

**No. K-481 Futuristic Reception Chair**

Here's as smart and modern a chair as you'll find anywhere. Handsomely designed with black tubular steel legs and arms. Arm-rests of lustrous black Bakelite. Sturdy no-sag spring seat. Smartly upholstered in attractive colors of vinyl plastic materials.

**No. K-483 Occasional Table**

Matching Table for the Futuristic Reception Chair. Note the smart use of black tubular steel legs. Table top is Bakelite covered.

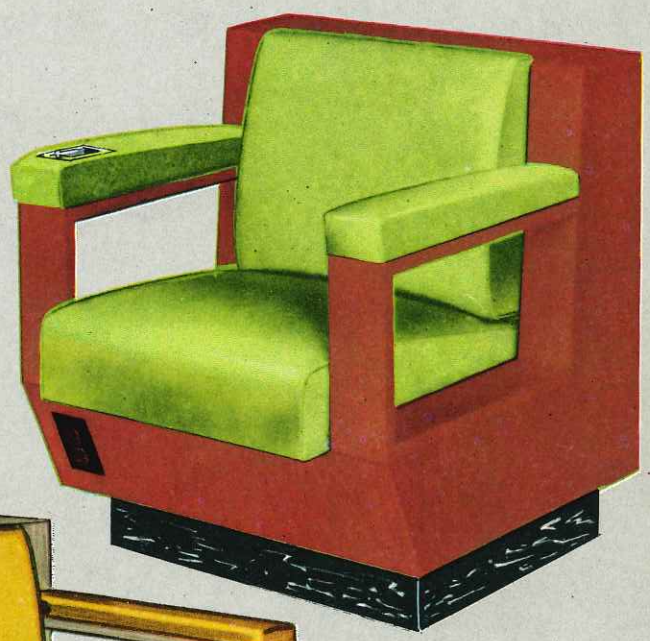
# Finest in Luxury and Comfort

**No. K-5142 Ultra Modern Reception Chair with Chrome Legs.**

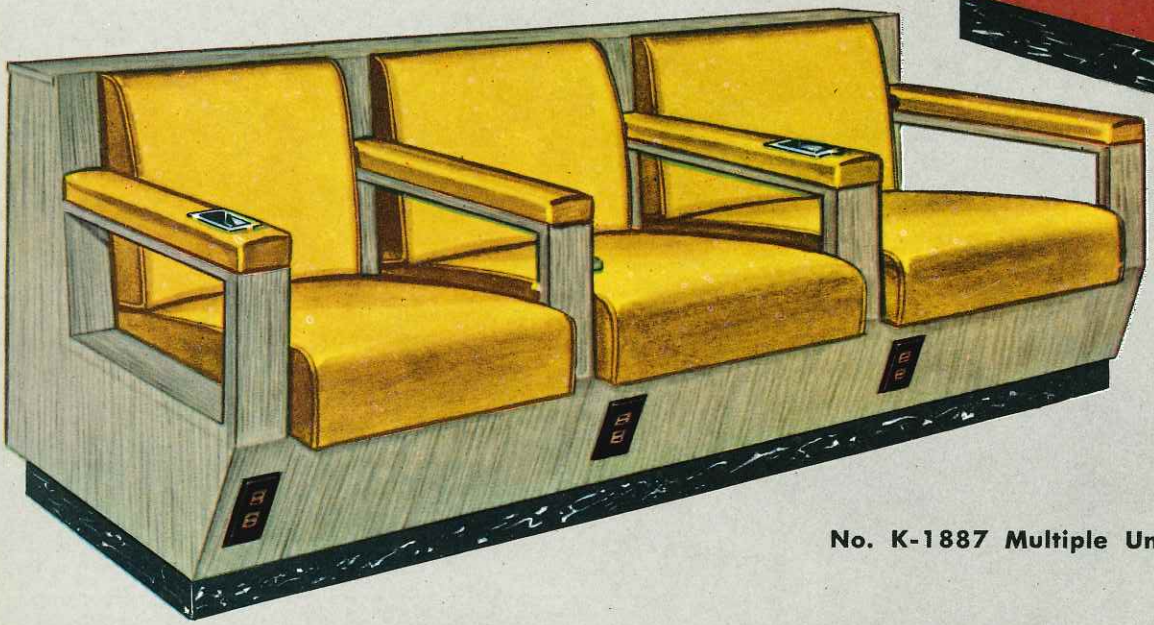
You have only to see these Plastic Chairs in their gala colors to appreciate the smart new appearance they would give your shop. Designed by Charles Eames, made by Herman Miller and distributed exclusively by us. These Molded Plastic Chairs are unusually comfortable, wonderfully light in weight, easy to keep clean, bright looking . . . will last for years. (And think of it—no upholstery to wear out). The styling and colors of the shells are enhanced by the use of shimmering chrome legs. Choice of these smart colors: Elephant Grey, Greige, Parchment, Lemon Yellow, Seafoam Green and Tangerine.

**No. K-5140 with Wrought Iron Legs**

**No. K-1885 "Doubler Lounge" Reception Chair**



It's Masculine! It's Spacious! As comfortable a reception chair as is found in the finest men's club. The luxury and comfort it offers is only surpassed by its smart handsome design. Natural wood trim—no-sag spring seat—thickly padded back and arms. Your choice of colorful upholstery materials in vinyl plastic or genuine leather.



**No. K-1887 Multiple Unit**

Nothing could make a more attractive arrangement in any Barber Shop than a multiple unit of these modern "Doubler Lounge" Reception Chairs. Soft luxurious spring-filled cushions. Thickly padded backs and arms. Smart combinations of vinyl plastic or genuine leather upholstery and natural figured wood trims. This smart masculine furniture when combined with our new Style Barber Chairs will give your shop a luxury appearance never before possible.

KOCHS *Fashioned Futures*

# Modern Manicure Equipment!

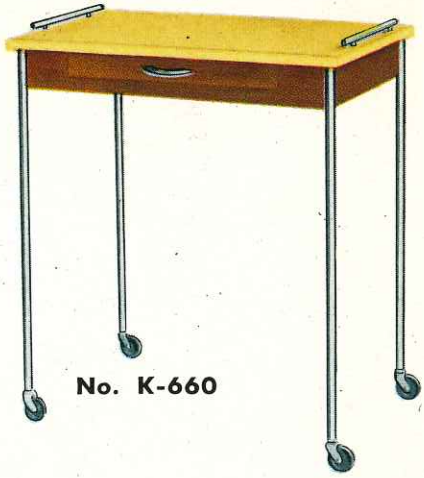
No. K-930

### No. K-930 Manicure Table

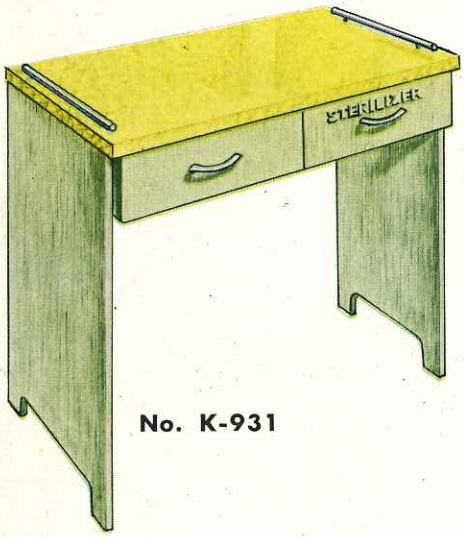
Handsome efficient manicure table with striking chrome legs. Top measures an ample 15 x 30 inches. Two spacious drawers, one serves as a sterilizer.

### No. K-660 Portable Manicure Table

Portable manicure table is designed to fit over most arm chairs. Top measures 15 x 27 inches. Thirty inches high. Chrome plate tubular legs, easy rolling casters. Center drawer for implements.



No. K-660



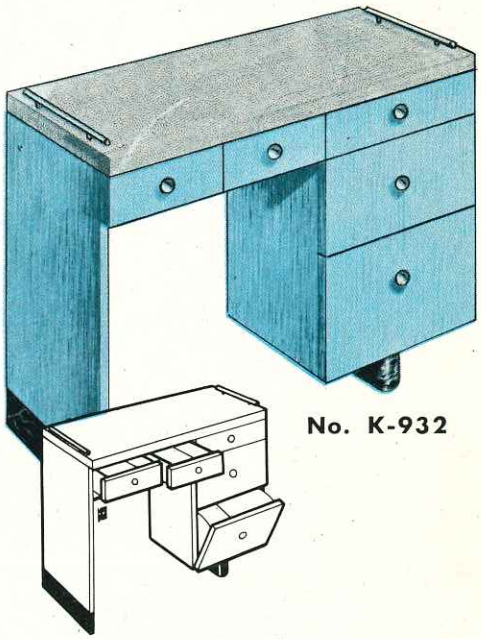

No. K-931

### No. K-931 Manicure Table

Handsome and masculine in appearance. Sturdily constructed of oak in "Invincible Finish." Top in chemical resisting Bakelite . . . measures 15 x 30". Two spacious drawers, one serves as a sterilizer.

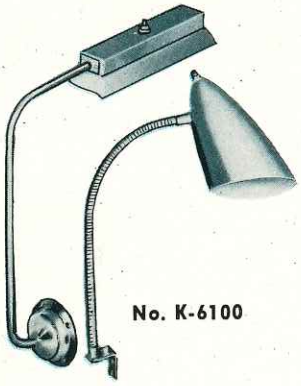
### No. K-932 De-Luxe Manicure Table

For the better shop, this all wood table has a jumbo 15 x 36 inch Bakelite top. Features 3 generous drawers, one of which serves as a sterilizer. Also contains clean and soiled towel compartments.

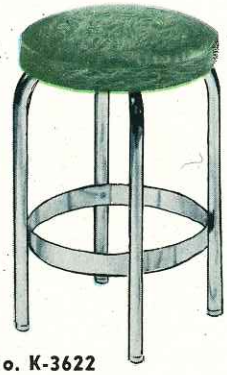


No. K-932

No. K-6150



No. K-6100



No. K-3622

No. K-3535

### Smart...Modern Manicure Lamps

Gives you the light you need for a perfect manicure. ***Left,*** fluorescent model, No. K-6150, furnished complete with attaching screws for both wood or metal tables. Fluorescent tube, 6 watt, 120 volt, 8 inches is also furnished. ***Model at right,*** No. K-6100, tapered shade with flexible gooseneck. Easily attached to your table. Takes regular light bulb.

### Smart...Modern Stools

No. K-3535 stool is conveniently adjustable. 18 inches high at lowest point with generous range of 6 inches to a maximum height of 24 inches. Stool No. K-3622, 14 inches in diameter, 22 inches high. Both models constructed with well padded seats and sturdy tubular steel, chrome plated. (No. K-3536 Stool same as model No. K-3622 except 18 inches high.)

# Fine Quality Manicure Furniture!

**No. K-5143**
Reception Chair
Chrome Legs

**No. K-5141**
Reception Chair
Wrought Iron Legs

## New Style Manicure Chairs

There's a world of sitting comfort in these new type Polyester plastic chairs. The unusual styling and colors of the shells are enhanced by the use of wrought iron or shimmering chrome legs. Choice of these smart colors: Elephant Grey, Greige, Parchment, Lemon Yellow, Seafoam Green and Tangerine.

**No. K-1885**

**No. K-1885 Chair with Manicure Station**

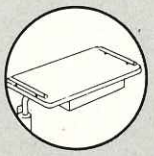
This luxurious Reception Chair can do double duty to provide manicure service. It's available with a fully removable manicure table. Top measures 15" x 24" and has "two-way" drawer for implements. Complete with adjustable manicure lamp; two chrome plated guard rails. Table operates on a swivel — can be locked in position.

***(Order each item individually.)***

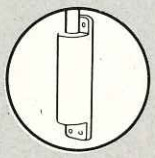
**No. K-933**

**No. K-933 Wood Manicure Chair**

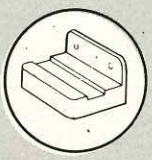
Use as a manicure or reception chair. Sturdily built of oak. Cushioned seat and back are luxuriously upholstered in your choice of colorful vinyl plastic or genuine leather.



**No. K-867 Manicure Table**



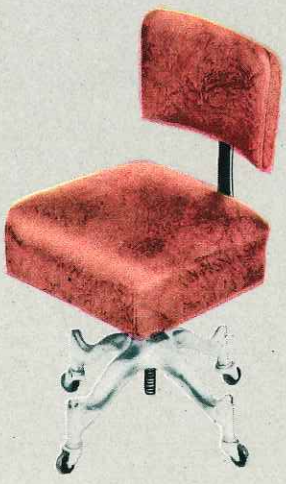
**No. K-5296 Socket**



**No. K-5299 Manicure Table Lock Bracket**

**No. K-3540 Stool**

Economical revolving stool with well padded seat and comfort fashioned back. Made of highly polished, chrome plated tubular steel. Fitted with easy rolling casters. Adjustable seat ranges in height from 18" to 24". Colorfully upholstered in smart vinyl plastic or genuine leather.



**No. K-1172 Stool**

Real working comfort with this De-Luxe Manicure Stool. Comfort-fashioned seat and back. Chrome plated base. Choice of genuine leather or vinyl plastic upholstery. Adjusts 16 to 22 inches.

**Manicure Chairs**

**No. K-838** measures 30 inches from floor to top of back. **No. K-839** has high back measuring 32 inches from floor to top of back. Both have comfortably padded seat and curved, form-fitting back. Gleaming chrome plated tubular steel frames for longer wear and appearance.

**No. K-838**

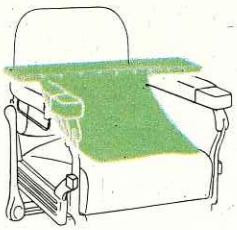
**No. K-839**

KOCHS *Fashioned Futures*

# Chairs to Attract More Children's Business!

**No. K-172-B Child's "Pony" Chair**

"Ride 'em cowboy" in your barber shop will bring kids in droves. Handsome, sturdy plastic horse is Palomino colored. Chrome footrest and hand-hold plus leather bridle for child. Porcelain enameled base in your choice of many attractive colors of "fired-on" porcelain enamel.

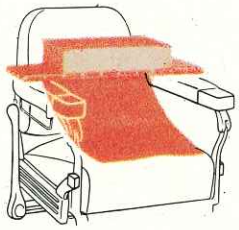


**No. K-119 Child's Seat**

Economy model. Scuff cloth to protect upholstery. Use over arms or across seat for various size children.

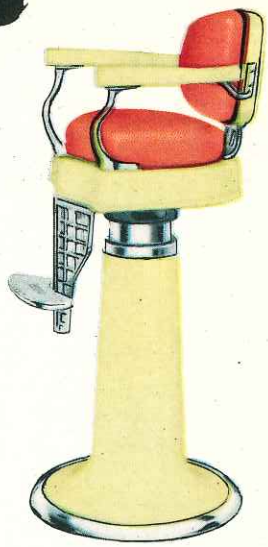
**No. K-6750 Child's Seat**

Bright chrome plated tubular steel arms, back rest with rubber non-skid and rubber leg guards. Complete with scuff cloth to protect barber chair upholstery. Choice of smart vinyl plastic or genuine leather upholstery.



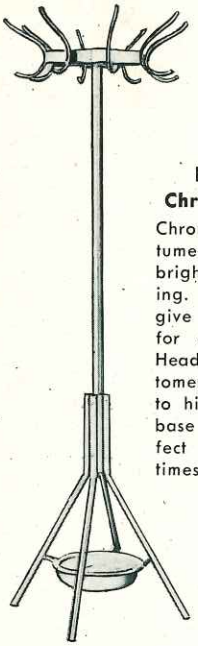
**No. K-117 Child's Seat**

Comfortably upholstered seat with scuff cloth to protect barber chair upholstery. Adjustable for various size children.



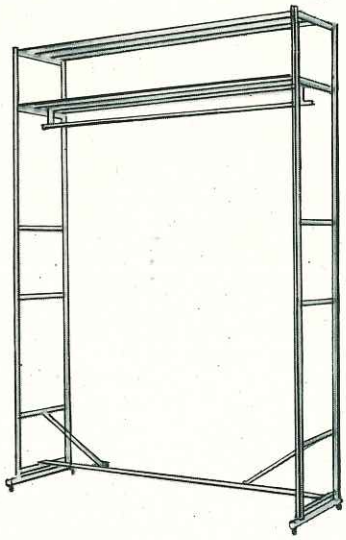
**No. K-170 Children's Barber Chair**

Sturdily constructed, especially dimensioned for children. Genuine leather or vinyl plastic upholstery in a wide selection of colors. Genuine fired-on porcelain on base, arms, seat rail and back frame in a variety of colors to harmonize with upholstery. Hy-lo-draulic time tested mechanism.



**No. K-2800 Chrome Costumer**

Chrome plated Costumer always stays bright and new looking. 8 sturdy hooks give plenty of space for coats and hats. Head revolves so customer can draw coat to himself. Weighted base pan offers perfect balance at all times.

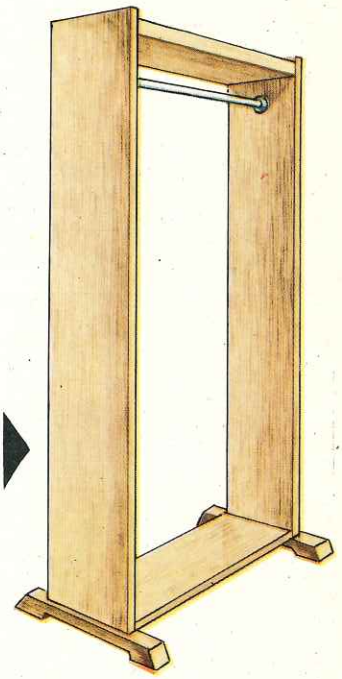


**No. K-3378 Hat and Coat Rack**

Sturdily built of brightly chrome plgted 1" tubular steel. Snaps together in a jiffy — no bolts, nuts, or screws — no tools needed to assemble. Holds 24 coats on hangers, double shelf for hats and briefcases. 52" long, 76" high, 18" wide at base.

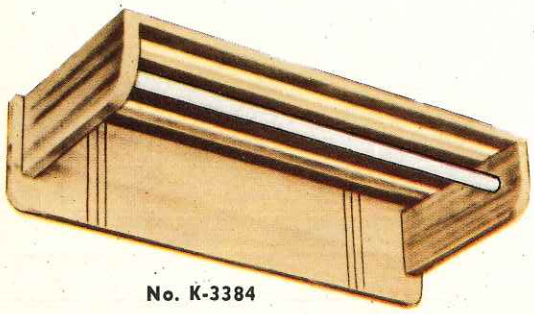
**No. K-3377 Hat and Coat Rack**

Modern styling in American Oak hardwood in many smart shades of Invincible Finish to harmonize with your other furniture. 24 coat hanger capacity, this rack measures 52" long, 72" high, 24" wide at base. Shelf at top for hats and parcels.



**No. K-3384 Hat and Coat Rack**

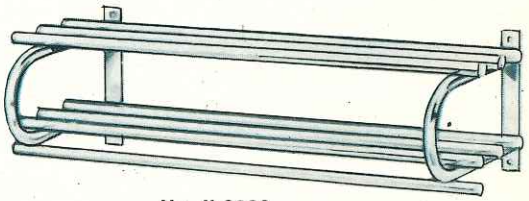
Equipped with a metal rod for hangers. Top is styled for hats and parcels. Measures 30" long, 7" high, 13" deep. 48 inch length is also available. Your choice in many smart decorator colors of oak hardwood.



No. K-3384

**No. K-3380 Hat and Coat Rack**

Bright chrome finish on sturdy 1" steel tubing makes a smart economical hat and coat rack. Easily attached to the wall as the wall brackets are spaced in multiples of 16" to line up with standard stud centers. Hanging bar for coats, double shelf for hats and parcels. Easily assembled. Available in two sizes, 36" or 48" long.



No. K-3380

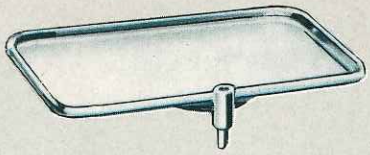
# Quality Accessories for the Modern Shop!

**No. K-503 Manicure Bowl**

Made of heavy brass. 6½ inches in diameter and 2¼ inches deep. Highly chrome plated. Lug measures 5/16 inch.

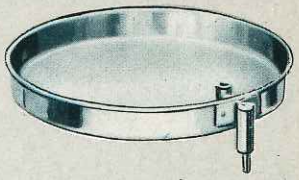
**No. K-506 Manicure Bowl**

With lug in center of bottom. Heavy spun brass, chrome plated. 2¼ inches deep. 6¼ inches wide. Lug measures 5/16 inch.



**No. K-504 Manicure Tray**

Nickel silver highly polished, fitted with 5/16-inch lug. Measures 6" wide, 9½" long. Made so bowl can be set onto the tray.

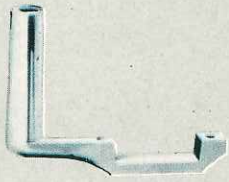


**No. K-507 Manicure Tray**

Heavy brass, highly polished chrome plated, rim 1¼ inches high. Bowl No. 506 can be set in hole on bracket. Has a 5/16-inch lug.

**No. K-105 Waste Shave Paper Vase**

An ideal sanitary way to dispose of your soiled shaving paper in this white porcelain enameled vase. Measures a generous 6¾" depth and 4⅞" diameter.

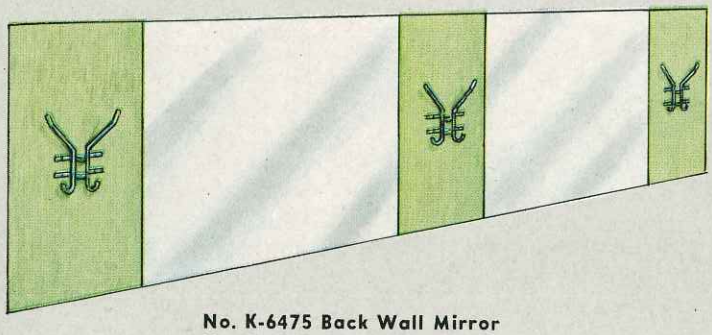


**No. K-512 Manicure Socket**

Made of cast steel chrome plated for barber chairs with porcelain arms — hole measures 5/16 inch.

**No. K-520 Ash Tray**

For the smoker while in the chair—the lug is 5/16 inch and fits into the socket which is placed on side of arm. Chrome plated.



**No. K-6475 Back Wall Mirror**
**No. K-6477 Back Wall Mirror**

Give your shop that spacious look with a Wall Mirror opposite your Back Bar. Handsome in appearance, you may combine coat hanging capacity with it if you choose. Panel at side of mirror is American Oak hardwood, finished in "Invincible Finish" in a wide range of colors. Genuine plate glass, copper

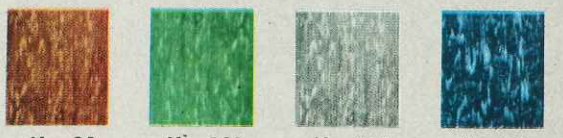
***Available in two sizes:***
***No. K-6475 is on 5'0" centers. No. K-6477 is on 4'8" centers.***

**No. K-8100 Rubber Mat**

So wonderfully comfortable underfoot — the heavy duty, deluxe rubber mat. Soft, sponge rubber securely bonded to a hard rubber surface. Comfort and long wear assured. Beveled edge. Mat lies more flat on the floor, minimizing danger of tripping. With 24 inch round cut-out. Also available in straight runner lengths — 36" wide. Order No. K-8175.

***Choose from 8 modern colors to harmonize with your other fixtures.***

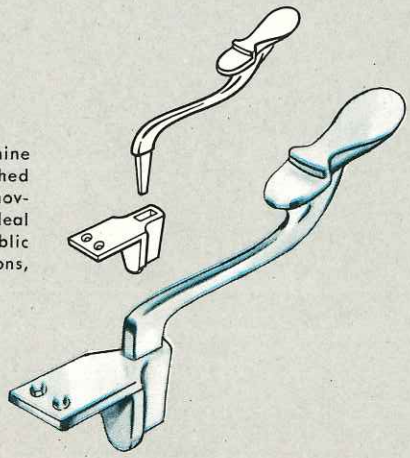
No. 14 No. 45 No. 115 No. 4



No. 30 No. 123 No. 106 No. 22

**No. K-6615 Footrest for**

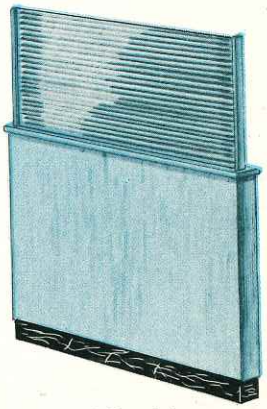
Brand new removable shoe shine stand footrest. Made of polished aluminum. Footrest is easily removable from attaching bracket. Ideal for shoe stands located in public areas such as depots, bus stations, and the like.



KOCHS Fashioned Futures

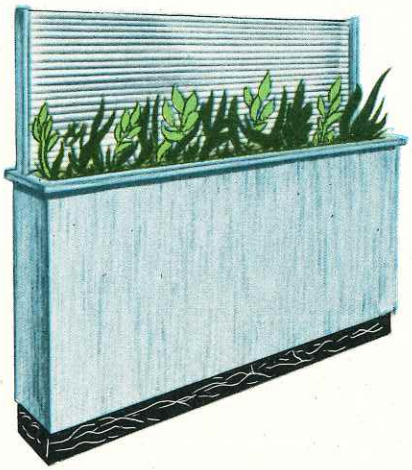
# Arrange Your Shop The Modern Way!

Smart, careful planning in remodeling your shop should call for such modern needs as private booths to help you increase business from many of your customers who require such special services as hair dyeing, scalp and other treatments. Display cases to help you sell profitable resale items. Appointment desks and colorful divider and flower box panels to give privacy and handsomeness to your entire shop.

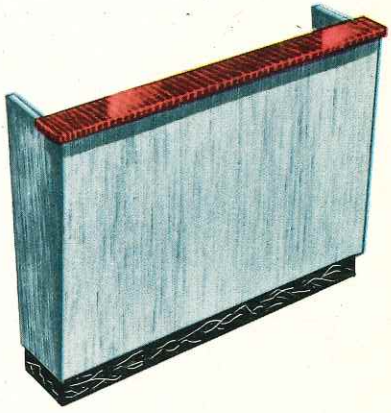


**No. K-6805 Dwarf Partition**
Smart and modern, they offer privacy without sacrificing light. In natural figured wood with ribbed glass.

**No. K-2112 Display Case**
Extra large display area with glass sliding door. Generous storage space in the bottom, with lock on one door. Finished in natural figured wood.



**No. K-149 Flower Box Front Panel**
With all surfaces in natural figured wood. Rust resistant metal container for plants. Storage space in rear. Ribbed glass top. See Nos. K-140 thru K-149 in Price List.



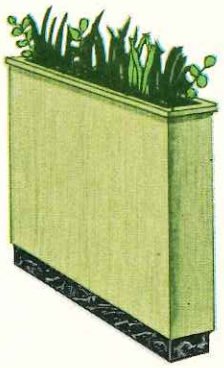
**No. K-4121 Appointment, Cash Desk**
Tapered styling. Bakelite top, balance in colorful oak. Rear construction choice of drawers or cupboards. Shelf for register.

# Offer The Ultimate in Barber Shop Privacy!

Here you see a picture of the shop of tomorrow. Every patron being tended to in the utmost of privacy. And if you and your associates specialize in different hair and scalp treatments, see what a perfect discreet arrangement this can be. What's more important is that with a quality shop like this you increase your prestige . . . your business . . . your profits.

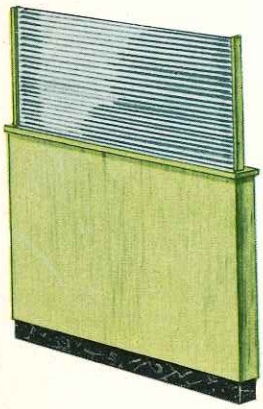
**No. K-5142 Reception Chair**

The unusual styling and colors of the shells are enhanced by the use of shimmering chrome legs. They're wonderfully comfortable.



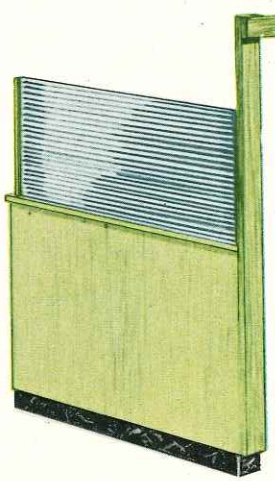
**No. K-145 Flower Box Panel**

Use as front panel or as a divider between chairs. Finished in natural figured wood. Rust resistant metal container for space. See Nos. K-140 thru K-149 in price space. See Nos. 40 thru 49 in price list.



**No. K-6805 Dwarf Partition**

Smart and modern, they offer privacy without sacrificing light. In natural figured wood with ribbed glass.



**No. K-6805P Dwarf Partition**

With post. Handsomely finished in natural figured wood. Ribbed glass. Gives privacy without sacrificing light.

**No. K-1237**
**Arch**

tren. KOCHS Fashioned Futures

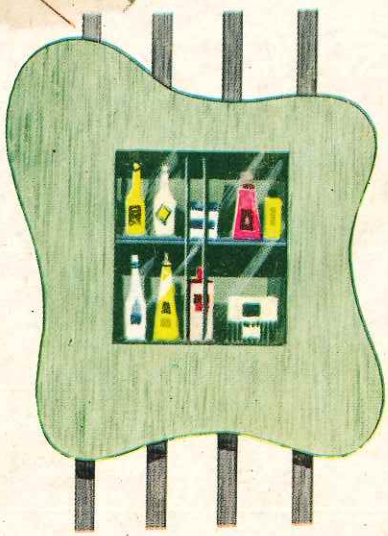
# Spacious! Elegant! Modern Efficiency!

RETURN TO
DESIGN DEV.

As a good business man you're interested in modernizing and arranging your shop to reflect the style trend of tomorrow. With this suggested Kochs plan, by simply carrying out a private booth arrangement, no matter how busy your shop gets, it will always reflect a less hurried, more relaxed feeling. Your customer of today and in the future will more readily patronize such barber shops. You will gain in added revenue from such an arrangement because you'll be in a better position to offer more privacy for such services as hair dyeing, scalp and other treatment. Our newly designed furnishings permit you to carry out this plan most economically.

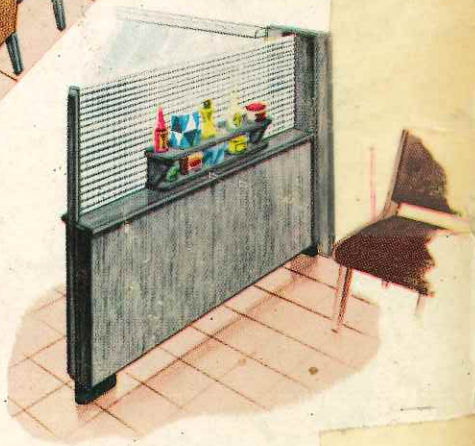
**No. K-2720 Combination Cash Register Stand and Display Case**

Frosted sliding glass doors in rear of case, glass shelf, full view glass top and front face. Choice of many smart colors of "Invincible Finish" on oak. Top is covered in Bakelite for longer wear. Just right measurements are: 4'0" long. Depth, 20". Depth, 20". Height 40".



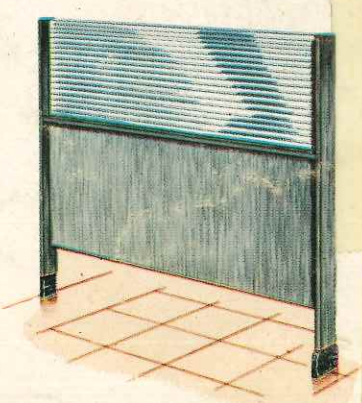
**No. K-5945 Display Case on Poles**

An unusual design in that this case when mounted on poles as shown can also act as a room divider or for added privacy. Case is handsomely finished in oak, colored lacquer interior, has glass sliding doors. Overall length 3'6"



**No. K-4200 Front Partition**

Ideal for your reception room. Notice the clever way you can profitably display resale items. Finished in natural figured wood — sparkling magnalite glass.



**No. K-1416 Dwarf Partition**

Quick and easy to install. Designed to admit light without giving way to privacy. Made of natural figured wood, striking ribbed glass.



*Litho Printed U.S.A.

32-71 STEINWAY ST.
LONG ISLAND CITY 3, N.Y.

THEO. A.
KOCHS COMPANY

ESTABLISHED IN 1871

*Manufacturers of Fine Barber Shop and Beauty Salon Equipment*

NORTH WELLS, HILL & ELM STREETS • CHICAGO 10 • PHONE MICHIGAN 2-0200

February 16, 1960
(Dictated 2/12/60)

SCIENTIFIC LIBRARY

FEB 19 1960

U. S. PATENT OFFICE

U. S. Department of Commerce
Patent Office
Washington 25, D. C.

ATTENTION: Mr. E. W. Chapin, Chief Librarian

Dear Mr. Chapin:

Replying to your communication of February 10th, our barber equipment catalogue #77 was issued in October of 1956. This catalogue is still in effect although there have been some slight increases in price.

Within about 90 days we expect to have a new catalogue. I am therefore going to place your letter on file feeling that you will desire to have a copy and as soon as the new catalogue is ready will send it to you.

Sincerely yours,

THEO. A. KOCHS COMPANY

J. L. Brady

JLB: jos